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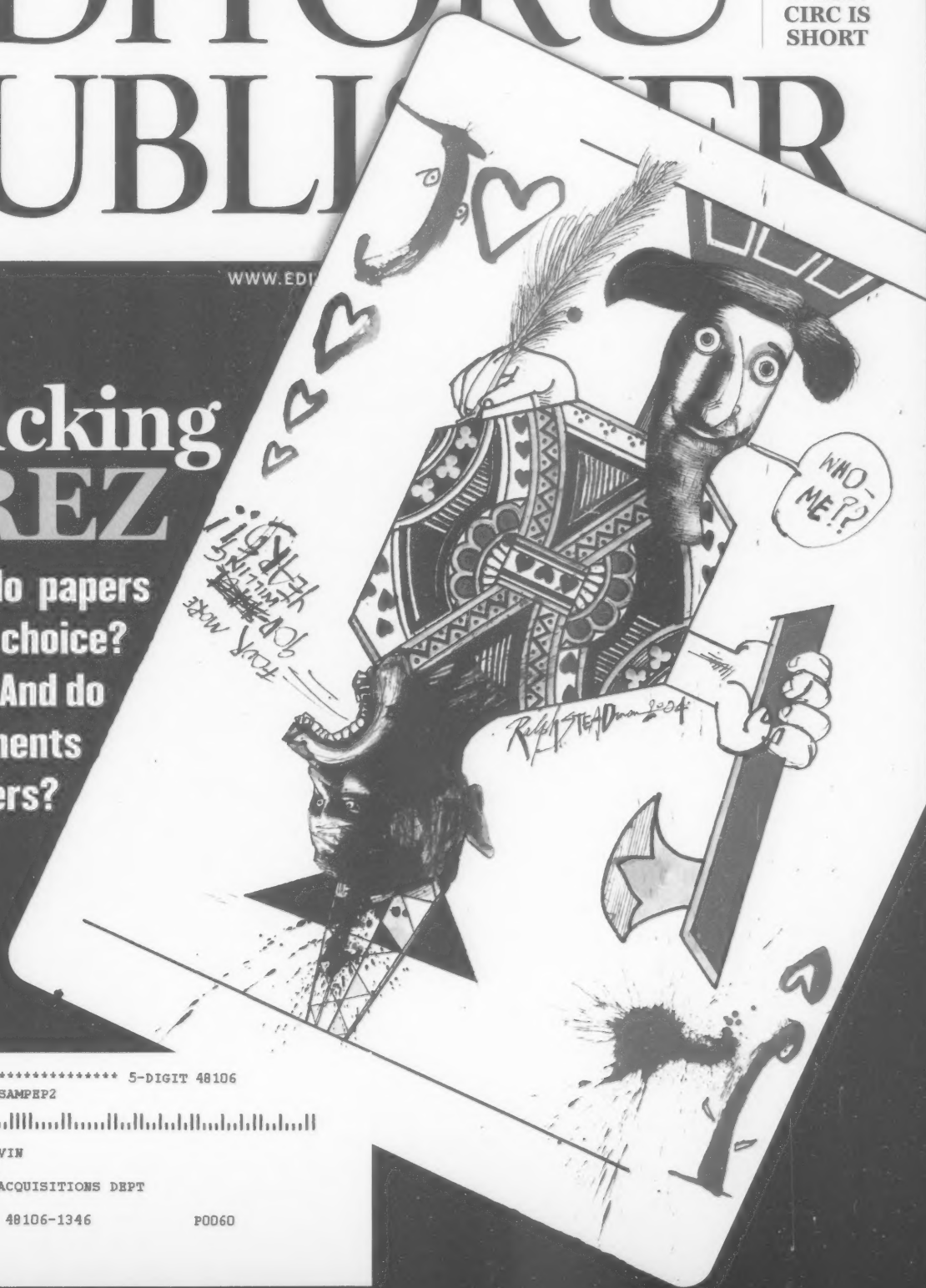
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Why? And do
endorsements
sway voters?

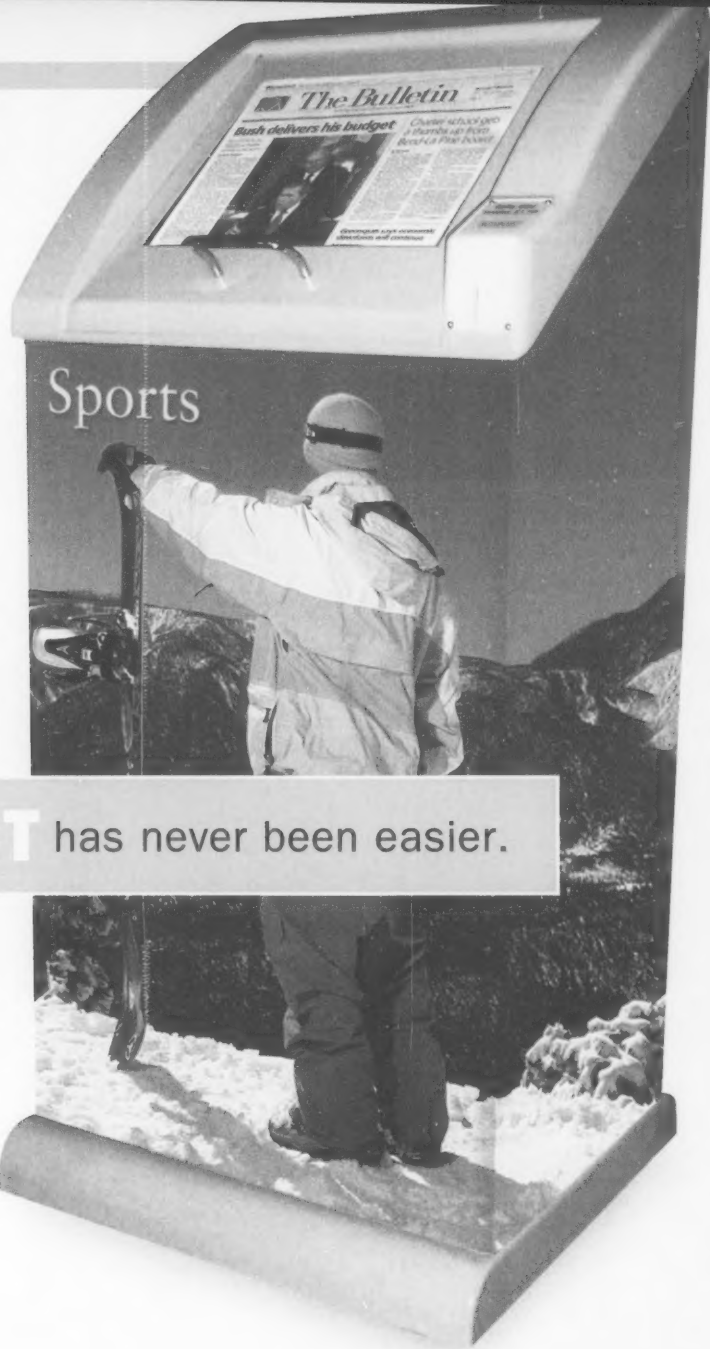


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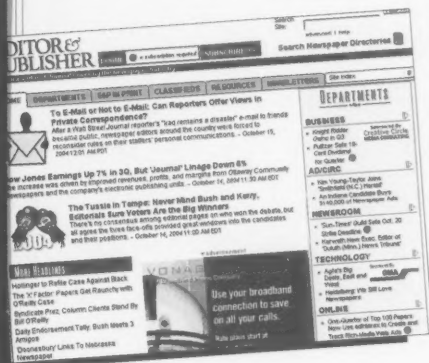


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"Luann" creator Greg Evans, holding the Reuben trophy for top cartoonist, is one of several syndicated artists excelling in 2004.

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Cover illustration: "Jacks of Hearts" by Ralph Steadman



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LETTERS

Bill of Rights Amendment Amendment I Congress shall not establish of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances. Amendment II A well regulated Militia, being necessary to the security of a free state, the right of the people to keep and bear arms, shall not be infringed. Amendment III The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no Warrants shall issue, but upon probable cause, supported by oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized. Amendment V No person shall be held to answer for a capital or otherwise infamous crime, unless on a presentment or indictment of a grand jury, except in cases arising in the land or naval forces, or in the militia, when in actual service in time of war or public danger; nor shall any person be subject for the same offense to be twice put in jeopardy of life or limb; nor shall be compelled in any criminal case to be a witness against himself, nor be deprived of life, liberty, or property, without just compensation. Amendment VI In all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial, by an impartial jury of the State and Territory where the crime shall have been committed, to be informed of the charges against him, to confront the witnesses against him, to have compulsory process for obtaining witnesses in his favor, and to have the assistance of counsel for his defense.

THE WRITE WAY
E&P welcomes letters. E-mail to letters@editorandpublisher.com, fax to (646) 654-5370, or write to "Letters," Editor & Publisher, 770 Broadway, New York, NY 10003. Please include name, title, location, and e-mail address. Letters may be edited for all the usual reasons.

SHAME ON YOU, MR. EDITOR!

WHAT A GREAT COLUMN ABOUT newspaper editorial writers sidestepping the issue of how we're going to get out of Iraq ("Pressing Issues," October 2004, p. 24). Hope you've shamed a few editors into stepping into the fray. Thanks.

JOAN SMITH
Montclair, N.J.

CONSIDER YOUR VOICE HEARD

IHAVE BEEN WRITING LETTERS TO THE editor of my local newspaper since January, advocating a systematic plan of withdrawal from Iraq of all coalition troops within 12 months. Not one of these letters has been published.

As you say, the situation is bad now and will be bad if we leave. But maybe it's time to depart and let the Iraqis determine their own future without outside interference. Whatever the country becomes, it will never be a democracy and the Iraqi people will never accept foreign troops telling them what to do.

JEFF MORGAN
Rochester, Minn.

LACK OF WITHDRAWAL SYMPTOMS

GREAT PIECE ON HOW NO MAJOR newspaper is talking withdrawal. I agree with you that they are morally culpable in this illegal and unnecessary war.

BRIAN FOLEY
Jacksonville, Fla.

'SWEET' KNEE-JERKINESS

IF THE EDITORIALISTS OF THE COUNTRY appear to be sitting it out, it could very well be that this new policy direction is so unfamiliar to those of us schooled in bi-partisan, multilateral, acronym-infested Cold War policies that we are having as much trouble assessing

and explaining it as our two political parties in the midst of a presidential campaign. This is the most extensive alteration in U.S. Foreign Policy since the Cold War policies put in place in the Truman administration. It takes a little time to draw intelligent conclusions in these early stages of what could well be a 100-year "clash of civilizations."

The kind of simple-minded knee-jerk response you seem to advocate is considerably less defensible. But very sweet.

THOMAS H. LIPSCOMB
New York, N.Y.

'NO SURRENDER' INDEED

THE CONFIDENCE AND SELF-ESTEEM of journalists must be quite fragile when you take notice of the opinions of Bruce Springsteen (Page One, October 2004, p. 8).

You care about his views because ... ? Also, I'm surprised and disappointed that a ban on journalists' attending Kerry fund-raisers causes "controversy" in the nation's newsrooms. I would have thought that the ethics of election coverage would have made such overt side-taking self-evidently inappropriate.

Besides, you do your best work for Kerry the traditional way — by slanting and distorting the news to the disadvantage of his opponent. The CBS *60 Minutes* caper underscores the fact that you have to be more careful about this now. But we know this doesn't mean you'll stop trying.

JOHN TREACY
Evanston, Ill.

JUST PICTURE THE RATINGS

COULD WE GET JUDITH MILLER ("Ethics Corner," October 2004, p. 26) in with Martha Stewart?

PETER PRICE
San Diego, Calif.

IN SEARCH OF: THE BUSH-HATERS

ALLAN WOLPER STATES IN HIS Judith Miller article: "But the *Times* believes that the Bush Administration forced White House officials and others to sign the waivers, making them invalid. A source who did not voluntarily waive his right to keep his name private might sue the newspaper later for violating that agreement."

The *Times* believes?? What a cop-out. Who at the *Times* believes this? One of their embedded Bush-haters and vitriolic disseminators of slanted or untold stories?

What do *The New York Times* and Judith Miller have to hide? I believe that the person she and the *Times* wish to protect would hit a little too close to the tarnished Gray Lady's inner circle than the gleaming White House as now occupied by people of integrity.

MARY KAY SMEDSTAD
Katy, Texas

CORRECTION

In E&P's "Photos of the Year" feature in the October issue, AP photographer Oded Baily's name was spelled incorrectly.

50 YEARS AGO

NEWSPAPERDOM® FROM EDITOR & PUBLISHER

NOVEMBER 6, 1954: Former President Harry Truman this week criticized the press, claiming that most papers indulged in character assassination. "Newspapers have found

that they can gain more circulation by attacking rather than supporting people," he said.

NOVEMBER 20, 1954: Herbert Bruckner, editor of *The*

Hartford (Conn.) *Courant*, urged papers not to be spoon-fed by the government. "There are examples of our bowing to sacred cows, or manipulating news when it shouldn't be manipulated."

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Page One



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ISSUE 11

Award winner

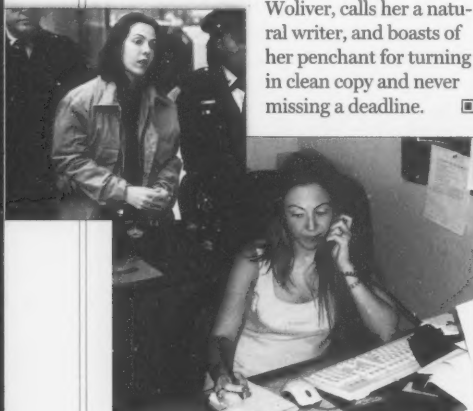
Amy Fisher: from Lolita to Liebling?

BY ERIN OLSON

AMY FISHER NEVER GAVE "A FLEETING thought" to a career in journalism. Yet today, she is a regular columnist for the weekly *Long Island Press* in Garden City, N.Y. One column even earned her an award earlier this year from the Society of Professional Journalists.

It's quite a turnaround for the woman, now 30, who was once known as the "Long Island Lolita" and served seven years in prison for shooting Joey Buttafuoco's wife, Mary Jo. Now, as Fisher sees it, her column gives her a chance to "fight for the people who don't have a voice. ... I feel like I take my own past experiences of the media turning me into a sensational story to try to balance the scales as far as other people and other stories are concerned."

Since emerging from lockup, Fisher has married, given birth to a son, and is currently pregnant. Her editor, Robbie Woliver, calls her a natural writer, and boasts of her penchant for turning in clean copy and never missing a deadline. ■



Amy Fisher during more turbulent times in 1996, and today at the *Long Island Press*.



Army Sgt. Michael A. Uvanni, below, is carried to his resting place in Rome, N.Y.



Six deaths, six newspapers

The war at home

BY ERIN OLSON

WHEN REPORTERS AT *THE FAYETTEVILLE* (N.C.) *Observer* got the news that Army Staff Sgt. Mike A. Dennie, 31, had been killed in Iraq last month, they scrambled to find information about him. The Department of Defense had listed Fayetteville as his hometown, and the paper wanted to pay tribute by writing an article about his life and death.

But for all of *Observer* reporter Justin Willett's efforts, no trace of Dennie could be found. His name wasn't listed in the phone book, Army officials were slow returning calls and, for days, no neighbors or former classmates came forward to say they remembered him — until his widow showed up to place an obituary in the paper.

As it turned out, Dennie hailed from Jamaica, later moving to Fayetteville to be

Specialist Joshua Harmon of Alpha Company, 427th support battalion of Utica, N.Y., stands at attention as mourners line up to pay their respects to Uvanni's family.



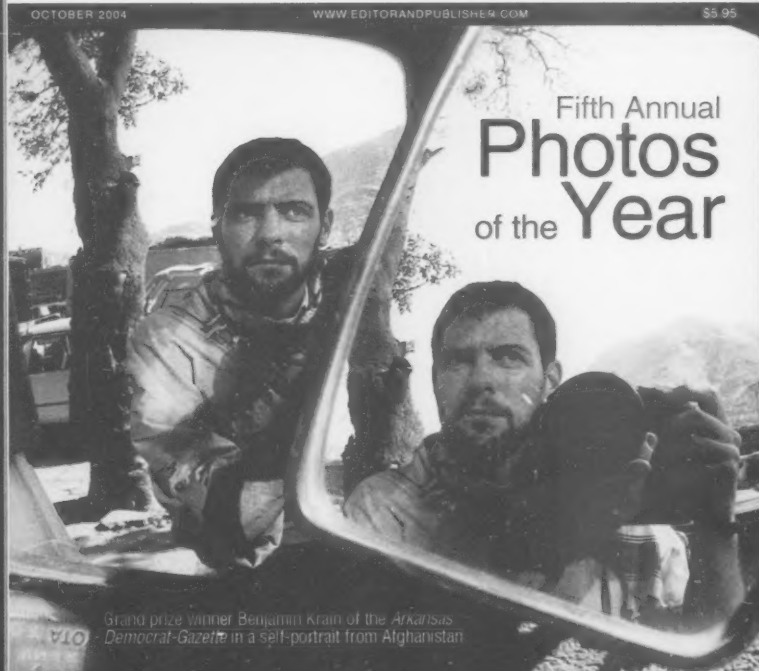
We Congratulate
Benjamin Krain
for winning the Grand Prize
in *Editor & Publisher's* Photos
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Grand prize winner Benjamin Krain of the *Arkansas Democrat-Gazette* in a self-portrait from Afghanistan

Arkansas Democrat  Gazette

Arkansas *Largest* Newspaper

with his wife, and becoming a U.S. citizen in 2000. The *Observer* went ahead and put together a lengthy story about Dennie and his death, though he was not, in fact, a Fayetteville native. "We do make efforts," said Henry Cunningham, the *Observer's* military editor. "If there's a clear-cut local tie, we do our best to follow up on it."

Dennie is one of more than 1,100 fallen U.S. military personnel in Iraq, and like him, those soldiers have stories waiting to be told, unfortunately, after their deaths.

They are more than just names on a list of the dead. That's why *E&P* decided to find out how the hometown newspapers of six men who were reported killed in Iraq in the Oct. 5 edition of *The New York Times*, covered the story locally. On the national stage, they were simply a list of names published in a small box on page A10 of the *Times*.

All six men, as it happens, were honored by their hometown newspapers, humanized by the photographs and anecdotes provided by family and friends. Four of the soldiers made the front pages of their local dailies.

Russell L. Collier, a husband and father from Harrison, Ark., was one of them. The *Harrison Daily Times*, which reported that Collier, 48, a sergeant with the Army National Guard, died trying to help save another soldier, printed several articles about him on Page One. It ran different pictures — including one of Collier with his wife and nine-year-

Russell L. Collier, a medic from Harrison, Ark., was killed in Iraq while trying to save a fellow soldier. At right is Collier's locker at the National Guard Armory in Harrison.



old son — with each story.

Kevan Mathis, the *Daily Times* reporter who wrote the articles about Collier, said the National Guardsman was well known in Harrison, population 13,000. "It's a pretty big thing for a small town when somebody gets killed like that," said Mathis, who spent most of his time writing about Collier in the days after learning of his death.

In Marietta, Ohio, home of Allen Nolan, 38, a specialist in the Army Reserve, *The Marietta Times* published four articles about him: one when he was injured, and three when he died. The story covering Nolan's injury — serious burns he sustained when his convoy was ambushed — reported that the community was rallying around his wife and five children. Nolan's death the next day was the paper's top story, and subsequent articles covered community reaction and the public memorial service.

The *Marietta Times* ran the same picture of Nolan in Iraq with each story, an image provided by his family. Connie Cartmell, the *Times* reporter who wrote the articles about Nolan, said the picture was overused because the paper didn't have access to other shots.

Cartmell told *E&P* that Nolan's death was big news in the community, largely because he was the first soldier from Marietta

— or the entire county — to die in Iraq. He was awarded five medals posthumously, including the Bronze Star.

Sgt. Jack Hennessy, a 21-year-old from Naperville, Ill., was the second soldier from his hometown to be killed in the war, though he was the first who still listed Naperville as his hometown. (The first Naperville native to be killed in the war

Allen Nolan, who was killed on Sept. 30, was memorialized by his hometown *Marietta Times*.



was Army Staff Sgt. Andrew Pokorny, 30, who had attended high school there and moved away.)

Hennessy was hit by gunfire at a traffic checkpoint near Baghdad. *The Naperville Sun* ran Hennessy's old yearbook photo with its articles about him, three staff-written and one from the Associated Press. In an article by Meg Dedolph, the soldier's friend Liz Ruiz described him as "one of the kindest, most compassionate people I'd ever met in my life." Though that story ran on page 3, another article, written by the *Sun's* Kathy Cichon, had received front-page placement the day before.

The death of Michael Uvanni, 27, a sergeant in the National Guard, was a running story in his hometown of Rome, N.Y. Uvanni's death was a big deal locally, explained Steve Jones, a *Daily Sentinel* reporter who co-wrote the first article, which appeared on the front page. Several stories covered the reactions and memories of Uvanni's family and the return of his remains.

One of the follow-up articles about Uvanni, who was shot by a sniper in Iraq, also appeared on the front page. It began with the lone comment his parents would make about their only child: "We are hanging in there. It's very, very bad." In addition to his parents, *Sentinel* reporters contacted Uvanni's grandfather, great-uncle, cousin, friends, and Army officials.

In a much bigger city, *The Philadelphia Inquirer* and *The Philadelphia Daily News*, hometown dailies of Rodney A. Jones, 21, an Army specialist, did not afford him front-page coverage — but they did run lengthy stories about the aspiring politician



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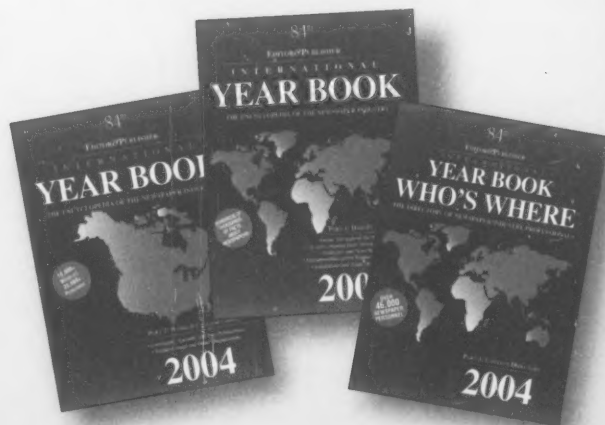
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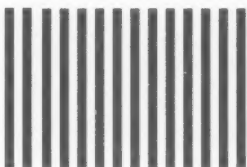
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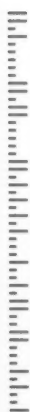
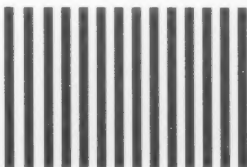
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who had graduated from high school at age 16.

The *Inquirer* put its article on page 7 of its City section, coverage the writer, Jennifer Moroz, called "typical" for a story straddling the local and national news. Similarly, the *Daily News* piece, written by Gloria Campisi, appeared on page 4 of its City section. It reported that Jones had been killed in a car bomb explosion in Baghdad.

All of these local stories reveal affecting details that can't even be hinted at in a mere listing of the dead. We learn, for example, that when Rodney Jones found

Friends and family of Sgt. Jack Hennessy, following his funeral. At right, an honor guard pays Hennessy tribute.



out he was being sent to Iraq, he searched the Internet to pick up some of the language. While home on break, he started a conversation in Arabic in a fast-food restaurant.

Jones had planned to take his girlfriend on a cruise to propose marriage when he

returned from Iraq. Now she says: "I'll get married to him in heaven. It'll probably be better there anyway." ■

A 'ho-ho' at best

Holiday cheer from retail may be quiet

Revenue may climb from 2003, but then again, 'last year was pretty lousy'

BY JENNIFER SABA

THE OUTLOOK FOR RETAIL ADVERTISING during the holiday season is uncertain — at best. When asked during a Knight Ridder Q3 conference call in mid-October about holiday activity, Steve Rossi, president of the newspaper division, responded with the proverbial shrug: They just don't know what to expect.

Over at Sears, Matt Spahn, director of media planning, was coy about holiday spending, though he did say his plans have not changed significantly from what they were last year. "In terms of newspaper advertising, those plans are and have been very aggressive in trying to compete in a marketplace. I would not say they have come up or down for the holiday," he revealed.

Robert Coen, director of forecasting at Universal McCann, hasn't reached any clear conclusions, though he's leaning toward a soft landing: "Retailers are just trying to do their best to move goods. They're investing little in advertising, not just in newspapers but other media." Coen thinks the election will keep media

prices high, though he says that this year will probably be better than last year. "But last year was pretty lousy," Coen adds, noting that in 2003 holiday advertising was up just 1.7%.

Retail Forward predicts that Wal-Mart should see a lot of holiday activity. Too bad the retailer tends not to advertise with newspapers.

It doesn't help that consumers have

of Leo J. Shapiro, who explains that 20% of households plan to spend more this holiday season.

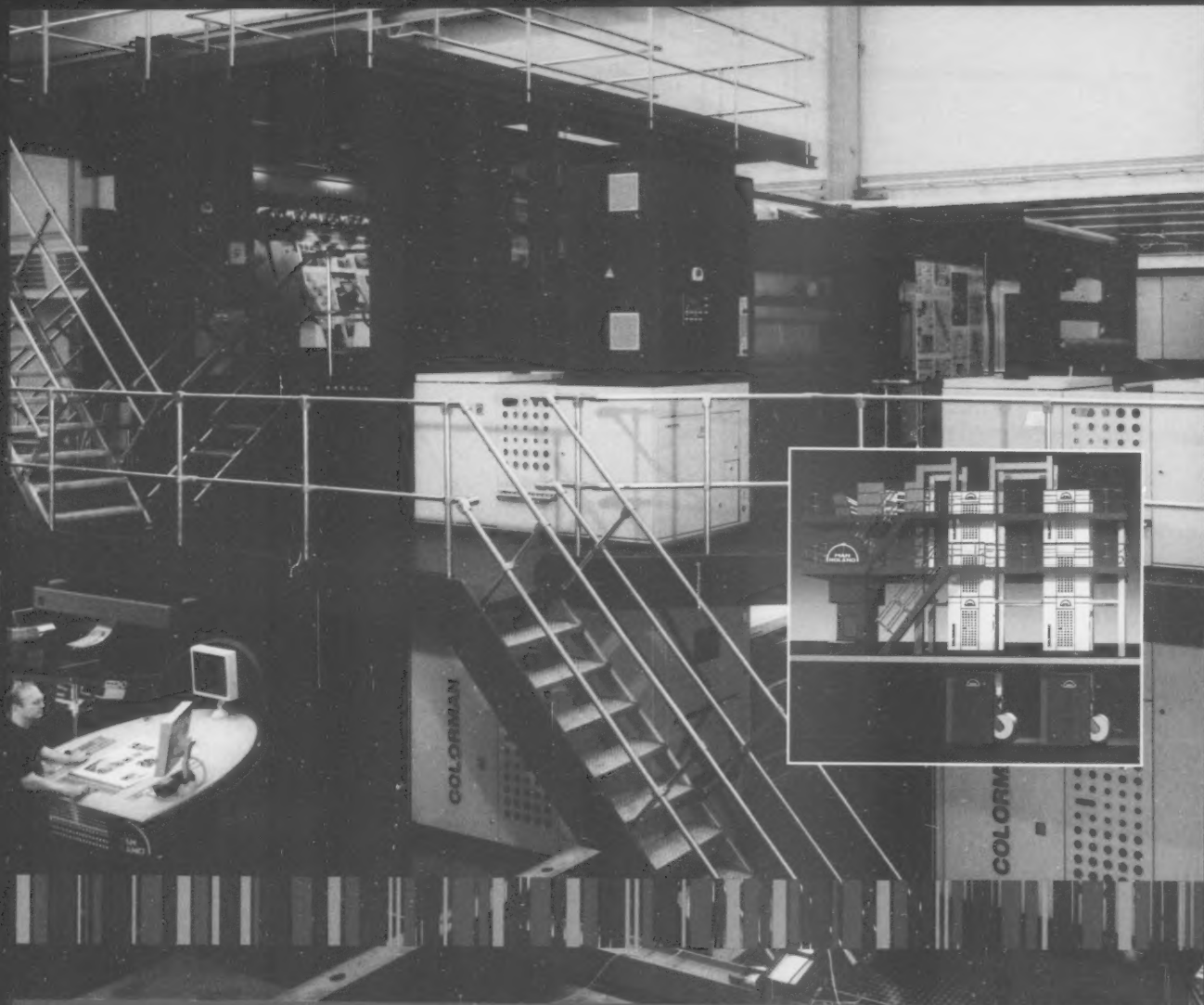
But even that piece of good news could have an adverse affect on newspaper advertising. Retailers track closely consumer confidence and spending potential and when there's a see-saw effect — essentially big swings from month to month — they tend to slash prices. "Probably the newspapers do better when retailers are panicking because they promote more," Rosenbaum explains.

There's a catch-22 though: Retailers have also gotten much smarter about how and when they spend their money, explains Bob Shamberg, the newly appointed CEO of Newspaper Services of America. (In October he replaced Scott Harding, who jumped to direct-mail giant Advo.) "Retail numbers have been fair to soft. Retailers will probably go into the season with a disciplined and conservative ad plan," he says. "I just think there is a great correlation that as retailers get more and more information [about the effectiveness of their advertising], they have more and more discipline."

He did say that the free-standing insert category, which has been gaining popularity, will gain, but only in the low single digits for the holiday season. And overall, the picture is not promising. "There are not a lot of signs that suggest this year is going to be fantastic," Shamberg says. ■



been wishy-washy about future spending plans. Leo J. Shapiro and Associates, a Chicago-based survey consumer research firm that specializes in retail, found that from August to September households who expect to spend more during the holiday season dropped precipitously from 27% to 16% — the largest reversal the firm had seen in more than 10 years. But consumers felt more confident in October, says George Rosenbaum, chair



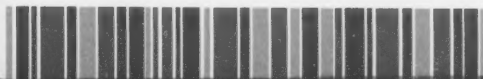
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Will new Web-like front page click?

Making a play for younger readers, or anyone in a hurry

BY JOE STRUPP

READERS OF *THE JANESVILLE (WIS.) Gazette* who are looking for news stories on the front

page won't find much. But that's the whole idea, according to editors who recently redesigned the paper. Now, nearly all of Page One is filled with summaries of inside stories, and other teasers aimed at giving readers a quicker news fix and more reason to go beyond the first page.

"We wanted to make a commitment to readers that if they only have five minutes, they can get the news they need to stay up to speed," said Scott Angus, editor of the 22,000-circulation daily. "We need to get light readers to read us more."

Launched Sept. 27, the new look is a far cry from the *Gazette's* previous front-page layout, which often carried five stories, many jumping to inside pages. Under the new design, a wide, right-hand rail offers summaries of inside stories ranging from news to sports, while the bottom section promotes upcoming pieces and another area teases weather. Even death notices and obituaries are given a highlight mention.

"It is a bold move and not without an element of risk," said Sidney H. "Skip" Bliss, publisher of the paper, one of four dailies owned by his family's company, Bliss Communications of Janesville. "Little of its former self remains."

The only typical front-page news story will be in "The Window," a centerpiece space dedicated to a main visual element, which may not even offer a text story on some days. "We believe that once people look at the front page, they will look at more," Angus said, adding that about 20% of the paper's sales are single-copy buys.

"We want to get people beyond the front page, and beyond the obstacle that they don't have time. Much of this makes the paper easier to read, easier to navigate."

Angus adds that the traditional front page is still in the paper, on Page 3, which offers the top news stories of the day. He also stressed that the paper is not cutting

run summary-only front pages on Sundays and Mondays since August. "It gets the time-starved reader," said *Star-Telegram* Publisher Wes Turner. "Reaction is mixed, but a lot of people tell us they like it when they don't have a lot of time."

But the *Gazette* is believed to be the only paper to give up each day's Page One to quick hits. "It's like a menu from a computer screen," said Angus. "But instead of clicking on a story you like, you turn to it."

The paper began planning for the change nine months ago. Angus added a new editing position solely for the front page.

The new look comes at a time when the paper's daily circulation had dipped slightly to 22,696 for the six months ending March 2004 from 22,813 for the same period a year earlier. Sunday circulation also went down a bit, to 25,750 from 26,389, during the same period.

The redesign followed a marketing survey of 450 *Gazette* readers last spring, as well as a recent session with

two focus groups who reviewed the initial prototype. A handful of subscribers cancelled the paper in protest. Bliss, who said the industry needs to look at such changes more as readership problems continue, hinted that his company's other dailies could follow in the redesign if it is deemed a success. "This may serve as a model," he adds. "It is still a work in progress." ■



news space, expanding from a minimum of 24 pages each day to a minimum of 28. "We believe we can keep loyal readers, but also attract new ones, younger ones," he said.

The summary approach is not really new. Last year, *The Miami Herald* launched "5-Minute Herald," providing a full page of summaries, but across a back section page. The *Fort Worth Star-Telegram* has

An autumn windfall at 'Daily Herald'

BY MARK FITZGERALD

THese days, when newspaper managers come around to drop unexpected envelopes on employee desks, the first reaction is dread. But in late September, all 600 full-time employees at the family-owned *Daily Herald* in northwest suburban Chicago discovered a pleasant surprise in those envelopes: a check for \$250. Some 300 part-time

employees received checks of \$125 each.

It was only a few years ago that the *Herald* suspended contributions to worker 401(k) plans for a while, and told employees to take a half-day off every two weeks, which reduced everyone's wages by 5%. But the paper has made a big turnaround this year and wanted to reward employees for their sacrifices. "I was pretty stunned," said staff writer Joel Reese.

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"Your Mom" Editor Hillary Rhodes works in an office at the *Quad-City Times* in Davenport, Iowa. At right, the student-conceived tab.



Suits tap students for new ideas

BY MARK FITZGERALD

HILLARY RHODES ADMITS TO A WEED bit of panic when she and her classmates from Northwestern University's Medill School of Journalism walked into the roomful of Lee Enterprise executives to convince them to start a Web and tabloid product for teenagers.

"We were working on no sleep at all, and then we had practiced and practiced our presentation, and I thought, we're just kids, really, and we're standing in front of all these middle-aged guys in business suits and we're telling them what they should do," Rhodes recalls of that moment back in June.

She needn't have worried: As things turned out, the suits loved it.

"They gave a presentation as good as any I've ever seen by a marketing or advertising firm," says Michael Phelps, publisher of Lee's *Quad-City Times* in Davenport, Iowa. Phelps greenlighted the project on the spot. And the j-school kids were barely across the river on the way back to their Evanston, Ill., campus when their cell phones started ringing. The suits wanted to start working on the tab, called "Your Mom," on Monday.

Within a few weeks, Rhodes, 24, was working for the *Times*, running "Your Mom" from an office she's converted into a

hangout for local teens.

Meanwhile, the *Milwaukee Journal Sentinel* has just launched a Web site and weekly tab following input from Medill students.

These initiatives are just the latest real-world newspaper products to come out of the Medill Media Management Project Class in Northwestern's graduate journalism program. Every year for the better part of two decades, some 15 to 20 students spend the spring quarter essentially acting as a newspaper industry consultant firm.

For many years, the students worked exclusively with *The Times* in Munster, Ind., then owned by Howard Publications. Among other projects, the class developed a pre-Web online service and revamped the Saturday paper. Nowadays, program leaders Rich Gordon, chairman of the Newspapers & New Media program, and part-time faculty member Cynthia Linton go looking for a client newspaper — or, just as often, the papers come looking for them.

Martin Kaiser, senior vice president and editor of the *Milwaukee Journal Sentinel*, attended the students' presentation in 2002 — and hired the class the next year to figure out how to attract younger readers. "I was really impressed by them," he says.

Investors anxious over imminent Fas-Fax report

THE AUDIT BUREAU OF CIRCULATIONS is about to release the hotly anticipated circulation figures for the six-month period ending September 2004. The industry is still smarting from circulation scandals as the Securities and Exchange Commission continues its inquiry into circ practices at eight or more newspaper companies (see next page).

Though the SEC claims that none of the contacted companies are targeted for fraudulent practices, the news has only "raised investor anxiety," Merrill Lynch commented, heightening concern about pressure on ad rates for 2005.

Many chains contacted by *ESP* after submitting their figures to the ABC declined to reveal what they reported. Catherine Mathis, spokeswoman for The New York Times Co., did pull back the curtain a bit, saying both *The New York Times* and *The Boston Globe* expect small gains in circulation. *The Dallas Morning News* has already estimated daily circulation down 5.1% and Sunday off 11.9% for the period ending September 2004.

Though it doesn't correlate directly with the reporting period, Knight Ridder announced during its Q3 earnings call that "for the same period and year to date, daily

copies were down 0.8% and Sunday copies were down 0.4%."

For the most part, industry observers think the overall numbers will decline slightly — "gently," as Merrill Lynch's Lauren Rich Fine put it. But Scott Stawski, vice president, client executive at Inforte, a Chicago-based management consulting firm, thinks they could be off as much as 2% to 3% for overall circulation.

Start peeling back the numbers and a different story is likely to emerge. The real decline is expected for more-than-50% paid circulation. Stawski is predicating a staggering 12% to 13% drop. He says to keep an eye out on less-than-25% paid circulation, where a real numbers jump is expected.

— Jennifer Saba

"I thought, boy, getting some smart young people up here and having them in the newsroom and the company would be very good for us. For a long time, I guess they were frustrated because we did nothing [with their ideas]."

The students suggested a Web site, a standalone tab and a weekly section inside the *Journal Sentinel* for adults aged 25 to 34. After sitting on the plan for a while, the paper on Oct. 28 launched a Web site and tab called *MKE*, named after Milwaukee's airport code.

"The Medill program definitely influenced what we did," *MKE* project head Diane Bacha says. "The most important thing [the class] did was make us take notice about how much potential there was

for this kind of product. We were given a fresh set of reasons to do it." And like Lee, the *Journal Sentinel* hired one of the students, Beth Lawton, to work on the final project. ■



Photo of the Month

MASKING A BIG PROBLEM

TED S. WARREN, THE ASSOCIATED PRESS, OCT. 2

KIKI KREOFSKI LEFT HER BORING (ORE.) LIFE BEHIND in early October to stand under the volcano at Castle Lake Viewpoint near Mount St. Helens. Although there was no visible ash in the air, Kiki said she felt better wearing the mask and holding the flower. At that point, the mountain had merely blown off a little steam. — Greg Mitchell

SEC probe may go nowhere, slowly

BY JENNIFER SABA

LITTLE IS KNOWN FOR SURE ABOUT the recently disclosed Securities and Exchange Commission (SEC) fishing expedition at about eight newspaper companies and the Audit Bureau of Circulations. In the October issue of the Morton-Groves newsletter, analyst John Morton weighed in with a possible outcome.

On the "upside," he wrote, "if the SEC ultimately finds that newspapers generally do an honest, accurate job of reporting to the ABC," the cloud of suspicion hovering over the industry's circulation practices

"could be fully dissipated." But it's unlikely any investigation will be a speedy one, he warns. The fact that the probe will likely drag on for months only prolongs the suspicion that something may be rotten.

The SEC isn't taking any chances, thanks to Enron. Edward Atorino of Fulcrum Global Partners suggests that's the reason the SEC is more aggressive these days. "Undoubtedly there's an administrative guy down there who read about the [circ scandal]," he says. "They don't know about this and they probably wanted to find out more. Why they need to know is beyond me." ■



Medill students get a presentation on newspaper design. Above, prototypes for two student projects for the *Milwaukee Journal Sentinel*.

WILL SULLIVAN

NEWSPEOPLE

BY SHAWN MOYNIHAN

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VIRGINIA

Thomas A. Silvestri

Thomas A. Silvestri has been named president and publisher of the *Richmond Times-Dispatch*, effective Jan. 1, 2005. Since 2002 he has served as president of Media General's community newspapers. Silvestri, 49, joined Media General in 1982 at the *Times-Dispatch*, where he worked as an editor for 16 years. In 1998 he was

named director of news synergy and editor of the Media General News Bank for the publishing division. In 2000 he was appointed VP of community newspapers, and later became senior VP. Silvestri is the first publisher outside the Bryan family since 1887.

ALABAMA

Jerome Wassmann has been named publisher of the *Daily Mountain Eagle* in Jasper. Wassmann, who has been at the *Eagle* for 23 years, joined the staff in 1981 as assistant to the publisher.

Michele Gerlach has been named president and publisher of Brewton Newspapers Inc. and vice president/group manager for Boone Newspapers Inc. Most recently Gerlach was director of marketing and communications at Jefferson Davis Community College in Brewton.

CALIFORNIA

Jack Lane has been named publisher of *The East County Californian* in El Cajon. Lane, who once was the paper's advertising director, most recently served as

president and CEO of a publishing and Internet consulting firm.

Ruben Keoseyan has been promoted to executive editor of *La Opinión*. Keoseyan previously served as managing editor.

Yvonne Sanchez has been promoted to publisher of *The Alpine Sun*. Sanchez had served as the newspaper's office manager.

Joshua Bingham has been named editor of the *Lincoln News Messenger*. Bingham most recently worked as a reporter for *The Gadsden (Ala.) Times*.

Lori Wheaton has been named market research director at Freedom Orange County Information, the Santa Ana, Calif.-based publisher of *The Orange*

County Register, the Spanish-language newspaper *Excelsior*, and 22 community weekly papers. Wheaton joined Freedom Orange County Information more than 16 years ago. Most recently, she has served as database marketing manager.

Stefan Gaines has been appointed circulation manager at the *Turlock Journal*. Gaines has worked in advertising sales at the *Tracy (Calif.) Press*.

Lisa Cosenza has been named advertising director for the *Daily Pilot*, *Huntington Beach/Fountain Valley Independent*, and the *Laguna Beach Coastline Pilot*. She previously worked for the *PennySaver* in Mission Viejo.

FLORIDA

John Fish has been named president and publisher of the *Naples Daily News*. Fish most recently served as publisher of *The Topeka Capital-Journal* in Kansas. Before that, he was general manager of *The Augusta (Ga.) Chronicle*.

Sophie Rahimi has been named technology customer service manager of the *Orlando Sentinel*. Rahimi was most recently served as the IT client support manager at *The Washington Post*, where she has worked since 1985.

IDAHO

Chris Steinbach has been named managing editor of *The Times-News* in Twin Falls. Previously, Steinbach served as editor

VIRGINIA

Rebecca M. Brubaker

has been named VP/operations for the *Daily*



Press in Newport News. She most recently was circulation planning and operations director for the *Chicago Tribune*.

AWARDS

Bennie Ivory, executive editor and vice president for news at *The Courier-Journal* in Louisville, Ky., and Susan Ihne, execu-

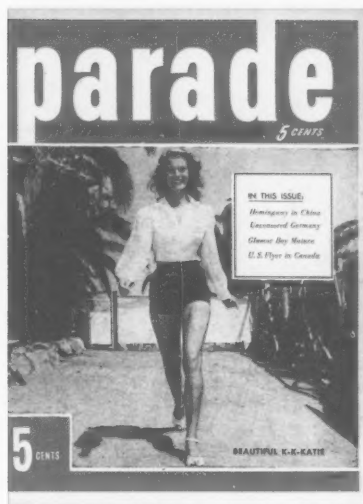
tive editor of the *St. Cloud (Minn.) Times*, are the winners of the third annual Robert G. McGruder Awards for Diversity Leadership. The awards are given by

APME and the American Society of Newspaper Editors (ASNE) with the Freedom Forum, which provides the funding. Each honoree receives \$2,500 and a sculpture.

ASSOCIATIONS

• **Bill Lynch**, editor and publisher of *The Sonoma Index-Tribune*, has been elected president of the California Newspaper

Publishers Association. • The Tennessee Press Association has elected **Mike Fishman**, who is publisher of the *Citizen Tribune* in Morristown, its new president.



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OBITUARIES

Susannah "Sue" Gentry

99, DIED OCT. 11
REPORTER/CITY EDITOR, *THE EXAMINER*, INDEPENDENCE, MO.

SEVENTY YEARS IS A LONG TIME TO DEVOTE TO one newspaper. But then, Susannah Catherine "Sue" Gentry was a reporter and editor who understood devotion quite well.

Gentry, who wrote for *The Examiner* of Independence, Mo., from 1929 through 1999, covered Harry S. Truman's political ascent to the White House. Along the way, and during the presidency of the "man from Independence," she grew to become the foremost authority on the Truman family. In the years following Harry and Bess Truman's return to Independence in 1953, Gentry became recognized as the family's unofficial representative.

Hired by the *Examiner* in 1929 on a three-month trial basis to compose items about Independence residents, Gentry was kept on as a reporter and was later named city editor in 1943 when several male *Examiner* writers and editors were sent off to war. She was one of the first woman editors in the Midwest.

However, it was her coverage of Truman for which she was best known. When the president declared victory over Japan on Aug. 14, 1945, Gentry was visiting the White House. She composed her story on the typewriter of Truman's personal secretary, and the report appeared in the *Examiner* the next day.

Gentry retired in 1973, but continued to write a weekly column titled "The Local Gentry," which often described people and events from the Truman era.



of the *Winona (Minn.) Daily News*, and was assistant city editor at the *Lincoln (Neb.) Journal Star*.

ILLINOIS

Jeff Eustis has joined the staff of the *Edwardsville Intelligencer* as circulation director. Most recently Eustis served as circulation director for the *Log Cabin Democrat* in Conway, Ark.

Allison Morse and **Brian Porter** have been appointed retail sales managers for the *Journal Star* in Peoria. **Sue Patterson** has been named the newspaper's new retail advertising manager.

Ann Reus has been promoted to copy editor at *The Journal-Standard* in Freeport. Previously, Reus was a city hall reporter for the newspaper.

Holly Lundh has been promoted to photo editor of the *Daily Chronicle* in De Kalb, from staff photographer.

KANSAS

Mark E. Nusbaum has been named publisher of *The Topeka Capital-Journal*. He most recently served as publisher of the *Lubbock Avalanche-Journal* in Texas.

KENTUCKY

Bill Rice is the new classified sales manager for *The News Enterprise* in Elizabethtown. Rice has worked for *The Gleaner* in Henderson as classified manager.

MARYLAND

Robert Blau has been named managing editor of *The Sun* in Baltimore. Blau most recently was associate managing editor for projects and investigations at the *Chicago Tribune*.

FLORIDA

Mark E. Russell

has been named managing editor of the *Orlando Sentinel*. Russell most recently served as assistant managing editor for metro at *The Plain Dealer* in Cleveland.



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MASSACHUSETTS

Linda Murphy has been promoted to managing editor of *The Herald News* of Fall River. Murphy has been a copy editor for the newspaper since 2001. **Dan Medeiros** has been promoted to executive city editor, from copy editor.

Jo-Anne MacKenzie has been named editor of the Sunday edition of *The Eagle-Tribune* of Lawrence. MacKenzie previously served as managing editor of the *Rutland (Vt.) Herald*.

MICHIGAN

Daniel Tollefson has been named publisher of the *Sturgis Journal*. Tollefson previously was circulation director of *The Daily Telegram* in Adrian.

James Stephanak has been appointed publisher of the *Kalamazoo Gazette*. Stephanak was the general manager of *The Patriot-News* of Harrisburg, Pa.

Al Frattura has been named publisher of *The Morning Sun* in Mount Pleasant, as well as several non-daily publications. Frattura most recently served as publisher of *The Times Herald* in Norristown, Pa.

NEBRASKA

Sonya Schultz has been promoted to advertising director of *The Grand Island Independent*. She most recently served as the newspaper's classified manager.

NEVADA

H. Dean White has been named director of marketing/promotion for the *Las Vegas Review-Journal* and *Las Vegas Sun*. Previously, White was circulation manager for both newspapers. Before that, he worked in the circulation department of the *Chicago Tribune*.

NEW JERSEY

Lisa Fisher has been named national and major accounts manager for *The Trentonian*. Fisher has served as group advertising manager for Journal Register Newspapers' InterCounty Newspaper Group in Newtown, Pa.

NEW YORK

Pedro Rojas has been named executive editor of *El Diario La Prensa*. Rojas most recently served as deputy managing editor of *La Opinión* in Los Angeles. **Judy Barry** has been appointed vice president of marketing and business develop-

ment for *The Wall Street Journal*. Barry has worked for *The New York Times*, where she served as group director for *The New York Times Magazine*, international and domestic fashion advertising, and more than 200 special sections from 1997 to 1999.

PENNSYLVANIA

Shelley Meenan has been named publisher of *The Times Herald* in Norristown. Meenan most recently served as advertising director of the *Daily Local News* in West Chester. **Darla Gaitley** has been named advertising director of the *Times*



NEW YORK

Ray McCutcheon has been named VP/advertising for *Newsday* in Melville. He previously served as senior VP/advertising for the *Los Angeles Times*.

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OBITUARIES

Jack Tinsley

69, DIED OCT. 12
FORMER EXECUTIVE EDITOR,
FORT WORTH (TEXAS) STAR-
TELEGRAM

JACK TINSLEY, who led the *Fort Worth* (Texas) *Star-Telegram* to two Pulitzer Prizes as executive editor in the 1980s, died Oct. 12 from complications of surgery for a ruptured aortic aneurysm.

Tinsley started at the *Star-Telegram* in 1959 as a reporter. During his first five years on staff, he covered the Kennedy assassination in 1963 and the 1964 slayings of three civil rights workers in Philadelphia, Miss.

In 1965, Tinsley

earned the National Education Writers Association's top honor for a series on academic freedom in Texas. In 1966, he was named Sunday editor.

Tinsley helped usher the *Star-Telegram* into the computer age as assistant managing editor of new technology, and served as executive editor from 1975-86. He retired in 2000 as vice president for community affairs.

Jerry Colby

72, DIED SEPT. 20
FORMER PUBLISHER, *TIMES-STANDARD*, EUREKA, CALIF.

JERRY COLBY IS remembered by colleagues as a hands-on publisher who

wasn't afraid to get his hands dirty. Which is not surprising, since he started in the newspaper business as a paperboy.

Colby worked his way up the chain of the newspaper business, and served as composing room foreman for the *Oxnard* (Calif.) *Press Courier*. In 1971 he was named publisher of the *Times-Standard*, where he remained until his retirement in 1992.

Even as an executive, Colby was never eager to remove the ink from beneath his fingernails. He once proudly repaired a Linotype machine, and on another occasion repaired the *Times-Standard's* letterpress as the press crew watched.

Bill Offill has been promoted to executive vice president of sales and marketing for the *Houston Chronicle*. Offill was vice president of circulation, packaging and distribution. **Bob Parker** has been appointed director of niche products and special category sales. Parker was display advertising director of *The Courier-Journal* in Louisville, Ky. **Stephen Weis** is the *Chronicle's* new director of online sales. **Stacey Sedbrook** joins the staff as online business development director. **Katherine English** has been promoted to director of direct mail, database, and printing.

Teresa Niño has been named community relations director for the *San Antonio Express-News*. Niño has worked for the Office of Professional Relations for the U.S. Department of Health & Human Services in Washington, D.C.

VIRGINIA

Chad Harrison has been named group publisher of five Womack Publishing Co. newspapers. Harrison joined Womack Publishing in 2000 as editor and general manager of the *Altavista* (Va.) *Journal*.

WISCONSIN

Helen Jungwirth has been named president and publisher of the *Stevens Point Journal*. Jungwirth will continue in her role as president/publisher of the *Daily Tribune* in Wisconsin Rapids.

Dustin Block has been promoted to city editor of *The Journal Times* in Racine, from assistant city editor. **Jeffrey Wilford** has been promoted to assistant city editor, from courts reporter/features writer. **Heather Gascoigne** has been promoted to assistant editor for news, from copy editor. **Sirena Mankins** has been promoted to assistant editor for features, from copy editor/features coordinator.

Emily Bialkowski has been promoted to editor of the *Reedsburg Times Press*. Bialkowski most recently covered politics and city government for the newspaper.

Marlene Lang has been named editor of the *Daily Register* in Portage. Lang most recently was a reporter for the newspaper.

Cindy Brandt has been appointed executive editor of the *Herald Times Reporter* in Manitowoc, and the *Lakeshore Chronicle*. Brandt most recently served as editor of the *Rockford* (Ill.) *Register Star*.

Herald. She spent 20 years with *The Press of Atlantic City* before joining the Journal Register Co. in 2003 as advertising director of *The Saratogian* in New York.

Elyse Salpeter and **Lori Altman** have been named New York advertising managers for *USA Weekend* magazine. Salpeter most recently was a senior account executive for Gannett, while Altman was previously with *Working Mother* magazine.

TEXAS

Cynthia Carr has been promoted to vice president/advertising marketing for *The Dallas Morning News*. Carr most recently served as director of business develop-

ment. **James T. Berry, Jr.** has been promoted to vice president/financial planning and analysis for the business division. Berry previously was senior director/financial planning & analysis. **Dave Schmall** has been promoted to general manager of the *Morning News's* publication *Quick*. Schmall previously was *Quick's* display advertising director.

Stephen A. Beasley has been promoted to publisher of the *Lubbock Avalanche-Journal*. Beasley has served as general manager of the *Savannah* (Ga.) *Morning News* since 2002. Before that, he was advertising director for the *Amarillo* (Texas) *Globe-News*.

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EDITORIAL

THE LAND OF LIBELIN'?

An Illinois Supreme Court justice is suing the 'Kane County Chronicle' and what's at stake is chilling

CHICAGO'S SUBURBS ARE A KIND of living road map of Constitutional disputes. Drive northwest out of the city, for instance, and you're soon in Skokie — scene of the passionate First Amendment controversy over whether American Nazis could parade in the hometown of many Holocaust survivors. Turn west and you're in Morton Grove, where a municipal ordinance banning handgun possession inflamed debates over the Second Amendment.

Now, in the far western suburb of Geneva, the *Kane County Chronicle* is fighting a battle with potentially chilling Constitutional consequences for newspapers even beyond the Land of Lincoln.

If only because of the plaintiff, the case of *Robert R. Thomas v. Bill Page, et al.* should be attracting more press attention. Robert R. Thomas is a sitting justice of the Supreme Court of Illinois. But he's better known as Bob Thomas, a former Chicago Bears pro who came to fame kicking the last-minute field goal that gave Notre Dame the 1973 national championship over Alabama.

The justice is suing *Chronicle* columnist Bill Page, Managing Editor Greg Rivara and the paper's parent division inside family-owned Shaw Newspapers. Thomas says he was defamed and portrayed in a false light in two of Page's columns last year. Supreme Court justices run for their positions in Illinois, and the columns essentially asserted that Thomas acted like a politician when judging an ethics case brought against Kane County Attorney General Meg

Gorecki. One column said Thomas had it out for Gorecki for political reasons and should have recused himself. The other suggested the justice horse-traded a lighter punishment "in return for some high-profile Gorecki supporters endorsing" a political ally for a judgeship.

Rough stuff, sure. But those columns are also exactly the kind of two-fisted and vigorous political discourse that the Founding Fathers sought to protect when they drafted the First Amendment. As the *Chronicle's* attorney Steven L. Baron notes, U.S. Supreme

Court justices certainly heard far harsher criticism about their alleged political biases when they assured President Bush's election in their Bush-vs.-Gore decision. Adopting the doctrine that second-guessing a judge amounts to libel *per se* would

inhibit freewheeling debate about an entire branch of the government.

Thomas' lawsuit contains another slick snare for journalists. The Chicago Bear-turned-top justice is indisputably a public figure, so the lawsuit attempts to satisfy the "actual malice" standard by claiming that when Page shrugged off the complaints about the column from the Supreme Court's official spokesman — in other words, when he acted like any other reporter getting an earful from a flack — he demonstrated a "reckless disregard of the truth."

With his low-and-wide legal arguments, Thomas' aim ain't true — and now the Illinois courts should kick this suit into the coffin corner.

Justice Robert Thomas claims he was defamed in a pair of scathing newspaper columns.

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POLITICAL BOSS PUTS NEWSROOMS ON SPOT

From Sing Sing to the Jungleground of electoral politics, Bruce Springsteen has always favored 'Them Changes'

THIRTY-TWO YEARS AGO, WHEN I SPENT TIME IN Sing Sing Prison with Bruce Springsteen, just about the last thing I expected was that Bruce would one day become a famous political activist and media critic. Then again, I couldn't imagine antiwar vet John Kerry running against a son of George H.W. Bush for president, either.

Springsteen has been a true force in the press lately: penning Op-Ed pieces, critiquing the media in *Rolling Stone*, revealing that he gets "sustenance" from Paul Krugman and Maureen Dowd, and leading a concert tour that sparked controversy in newsrooms when

editors asked staffers to stay away from these partisan fund-raisers. That didn't stop the same newspapers from covering the shows when Bruce came to town.

Maybe Bruce should be invited to the next ASNE and NAA national conventions, even if he doesn't offer to play "The Star-Spangled Banner," as he did while stumping for Kerry in October.

Naturally, all of this activity has made Springsteen a target for those who have long disliked him, and even for some of his fans who wish he'd just shut up and strum. Last month, when we ran a piece on *E&P* Online quoting from his comments about the press in *Rolling Stone*, we got a rousing e-mail response.

Scott W. Smith wrote: "A freaking rock 'n' roller with a political bent: the two are fire and water. Tell Springsteen to stuff his political opinions up his snare drum."

Wayne Schei asked: "Who on earth made Springsteen an expert on the media? He's a musician, for crying out loud. I know a lot of them, and while very talented at what they do, they don't have time for much other than their music and recreation."

Frank Brown added: "Now that we know

that Springsteen feels Mo Dowd and Krugman are the truth tellers, we really understand where Bruce's truths come from." But Karen Becker had a solution: "Spring-



BY GREG MITCHELL

What happens when a famous musician turns activist and press critic: "You can look, but you better not touch."

steen says the press has let the country down? He needs to be informed ... he needs to watch Fox News. Fox Rox!"

And this from Allen O'Donnell: "Do tell the fellow with the guitar that HE is letting the nation down. Some call him the Boss — not unlike Bossie the Cow, I suppose."

When I met the fellow with the guitar almost 32 years ago, he wasn't anyone's boss, except to members of the just-assembled E Street Band. Springsteen had recorded but not released his first album, *Greetings from Asbury Park*, and his manager Mike Appel (who he later sued)

had a bright idea for provoking some early publicity: invite a few New York City writers to catch the band's debut, a gig at Sing Sing Prison up in Ossining, N.Y. Talk about a captive audience!

Never having stepped inside a prison, and aware that Bruce was being billed as the latest "new Dylan," I readily accepted. So did my magazine colleague Peter Knobler. We were the only suckers who did.

The following morning, we met Bruce and band in the back of van near the West Side Highway, and trucked on up to the penitentiary. It was Dec. 7, 1972. Bruce went over well with the convicts once he dropped the folk-rock and played R&B covers, such as Buddy Miles' immortal "Them Changes," with Clarence Clemons out front (for protection).

At the close, Bruce offered one of the funniest lines I've ever heard from the stage, addressing the inmates like it was the end of a high school assembly. "When this is over," Bruce said, "you can all go home."

That night, Bruce and the guys played a proper set at Kenny's Castaways in New York. About a dozen curiosity-seekers showed up. Peter and I finally got to hear Bruce's original material. A few days later we wrote the first-ever article about the singer for a national publication. It was a ridiculous 6,000 words long, with the cover line: "Who is Bruce Springsteen, and Why Are We Saying These Wonderful Things About Him?"

For years, I remained friends with Bruce and never heard a "political" word out of him. The idea of him becoming an activist was laughable. But for youngsters who think he's only turning political now: The truth is, he started sliding to the left in 1979 with the "No Nukes" concert. Throughout the

1980s he performed countless benefits for Vietnam vets, food banks, and other working-class causes.

By then, we had drifted apart, but we met again backstage during his politicized "Tom Joad" tour in 1996. He still seemed like the old Bruce, just with a bigger heart, and wallet. So there's only one thing new about this year's cash-and-Kerry tour: Bruce is now running on the backstreets of electoral politics. ■

Greg Mitchell is editor of *E&P* and former senior editor of the legendary *Crawdaddy*.

Broken system...shattered lives

When child protection services break down, the consequences can be fatal. In North Carolina, where 119 children died from abuse or neglect in just five years, something had to be done. An investigation by The Charlotte Observer finally forced the state to take action.

Children aren't supposed to die. But in North Carolina, 119 kids — many of them defenseless infants or toddlers — had become victims of suspected abuse and neglect. Their deaths could have been prevented, but an underfunded state agency and overburdened social workers just couldn't keep up with burgeoning caseloads.

Alarmed that the state was not taking action, journalists at The Charlotte Observer went to work. They researched the circumstances of nearly 100 children's deaths in that five-year period, interviewing families, social workers and state officials.

The Observer's five-part investigative series, "Children Who Didn't Have To Die," pieced together a detailed picture of a system that was clearly failing its mission to protect children.

As a result of The Observer's efforts, North Carolina budgeted funds that will allow for more social workers, smaller caseloads, better computers and broader access to criminal records. And journalists at The Observer showed once again what an important role Knight Ridder newspapers play in the communities they serve.



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ETHICS CORNER

Behind the scenes

CBS WOULD RATHER BLAME MARY MAPES

The '60 Minutes' scandal revealed the power of producers, but newspaper TV writers usually only cover the on-air talent

MARY MAPES IS A FORCE BEHIND THE FACES AT the Wednesday edition of *60 Minutes*. She spends weeks and months digging up dirt, interviewing sources, and writing scripts that Dan Rather and other CBS correspondents use to present their stories. She and the other 25 producers on the Sunday and Wednesday *60 Minutes* programs are silent, invisible players in the newsgathering process.

Their names appear on the television screen when a correspondent introduces a story, but only a minuscule number of viewers know that the producers are the brains behind each episode.

In television parlance, the network anchors, even though they sport fancy titles like "managing editor," are called "The Talent," as in Robert Redford or Dustin Hoffman. The CBS Web site's list of 27 major journalism awards credits the correspondents and excludes the news producers mainly responsible for the work.

Which is the way CBS wants to promote its news product, aided and abetted by newspaper and magazine television critics who have neither the time nor the will to analyze the behind-the-scenes legwork of the producers. "It's time to end the myth that one person does all the work," said Diane Holloway, a television critic for the *Austin American-Statesman*. "The people who know TV know what the producers do. The masses do not."

Rick Kushman, television critic for *The Sacramento Bee*, agreed. "We know the bulk of the reporting is done by the producers, but we don't write about them. The networks don't want us to. They're selling their stars. The public only finds out about the

producers when something is screwed up."

That's what happened in September when the documents Dan Rather used to criticize President Bush's National Guard



BY ALLAN WOLPER

One newspaper TV critic said, "We know the bulk of the reporting is done by the producers, but we don't write about them."

record turned out to be bogus. Rather apologized for his "mistake in judgment" and CBS publicists informed the media that the scandal was mostly Mary Mapes' fault.

Mapes deserves to be disciplined. She breached journalism ethics when she telephoned Joe Lockhart, an adviser to Sen. John Kerry, and allegedly arranged for him to speak to the source who gave her the documents. But last spring, CBS mostly hid Mapes' role in acquiring the still photos of American troop abuses of Iraqi prisoners at the Abu Ghraib prison and credited

Rather with the exclusive. Mapes' supporters reminded newspaper columnists about that when CBS executives indicated she'd be sacrificed to save Rather's reputation.

Dusty Saunders, a broadcasting critic for the *Rocky Mountain News* in Denver, understands why Mapes might need to roll out her resume. "You never hear about a producer when the news broadcast is a success," Saunders said.

There are good reasons for that. Television advertisers tend to rethink their buys when a network news show is seen to be losing its credibility. That's why CBS might be willing to forgive Rather for an earlier political indiscretion while it considers how to punish Mapes for sharing her National Guard source with the Kerry campaign.

The best example of that double standard occurred on March 11, 2001, when Rather was a featured guest at a Democratic Party dinner in Austin, Texas. Afterward, Rather said he didn't realize that the event, which raised \$20,000 for the Travis County Democratic Party, was really a fund-raiser. "I made an embarrassing and regrettable error in judgment by going to the event," he said. "It was a serious mistake, which I acknowledge. No one believes more strongly in CBS standards than I do, and I have let those standards down."

That drew Texas-sized chuckles at the time because the *Austin American-Statesman* was reporting that Robin Rather, the anchorman's daughter and a host of the affair, was considering a run for mayor, something her father would know.

That incident and the National Guard document fiasco have made some editorial boards unwilling to let CBS use Mapes as a scapegoat. "If CBS is to salvage its credibility, Rather must go," said *The Philadelphia Inquirer*. "Whether or not his pro-

ducer did most of the prep work for this report, Rather put his weighty seal of approval on the story."

Now conservatives are alleging that one of the smoking guns of Rather's Democratic leanings is the fact that his daughter has contributed \$1,500 to Kerry's campaign.

One can always hope that the Rather-Mapes mess would encourage television newspaper critics to probe the innards of broadcast news. Perhaps then readers would better understand the newsgathering process the networks keep hidden. ■

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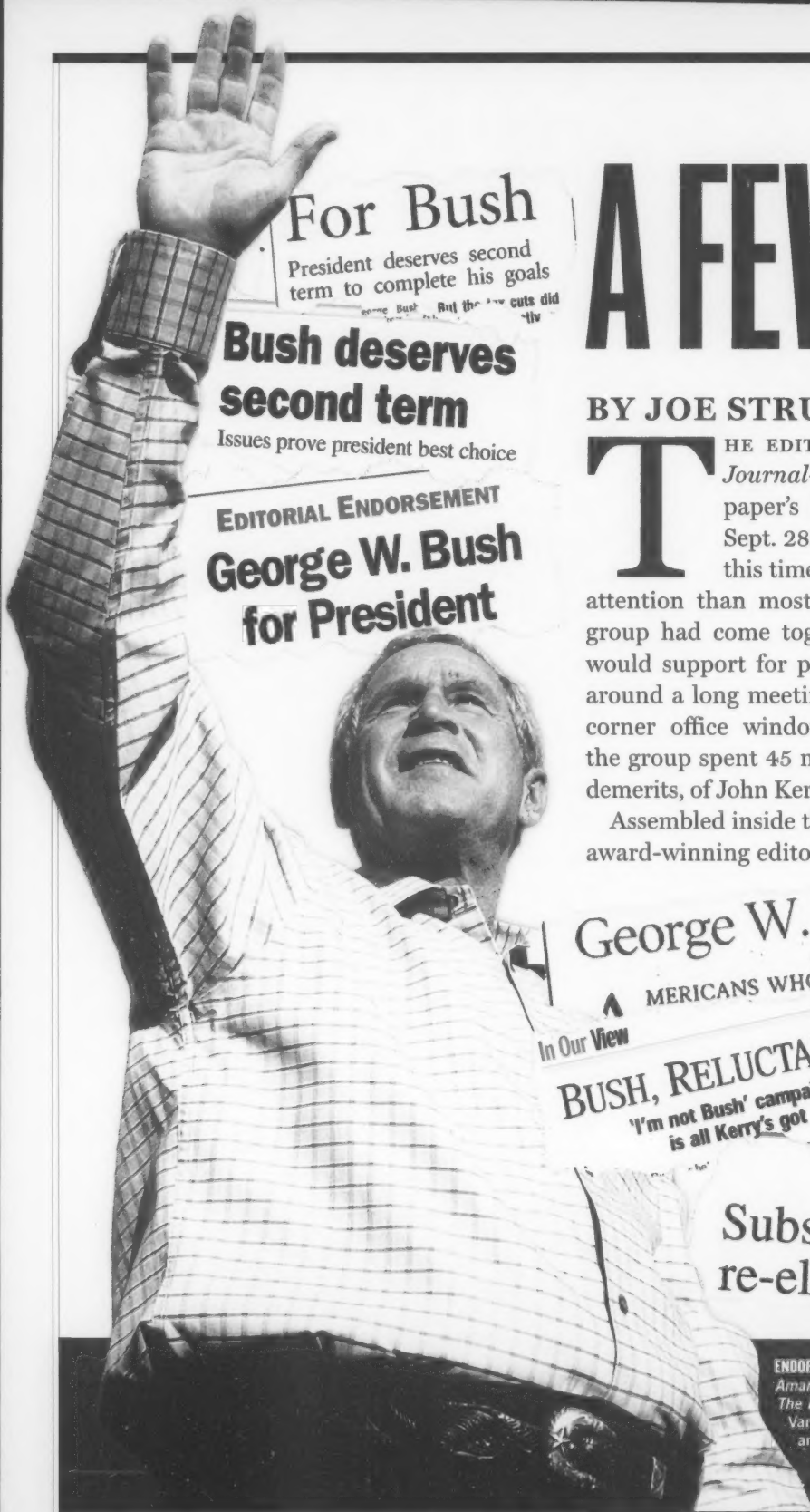


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A FEW CHOICES

BY JOE STRUPP

THE EDITORIAL BOARD OF *THE ATLANTA Journal-Constitution* gathered in the paper's fifth-floor conference room on Sept. 28 like they do every morning. Only this time, their task would likely get more attention than most. That's because the six-person group had come together to decide who the paper would support for president. Between sips of coffee around a long meeting table and glances outside the corner office window overlooking Marietta Street, the group spent 45 minutes debating the merits, and demerits, of John Kerry and George W. Bush.

Assembled inside the room, which is decorated with award-winning editorial pages and maps of the world

George W. Bush

AMERICANS WHO vote for president this y

In Our View

BUSH, RELUCTANTLY **George W. Bush for president**

'I'm not Bush' campaign is all Kerry's got

Only one candidate holds in his hand hope for resurgent American greatness

Editorials

Substantial reason to re-elect George Bush

ENDORING BUSH: From top, *Tulsa (Okla.) World*; *Amarillo (Texas) Globe-News*; *The Sun*, Lowell, Mass.; *The Pueblo (Colo.) Chieftain*; *The Columbian*, Vancouver, Wash.; *Las Vegas Review-Journal*; and the *Mobile (Ala.) Register*

THE WORDS



Kerry's Better Approach

On Iraq, national security, the economy and more, John Kerry would offer more effective leadership

In the real world, Kerry a better fit

Bush has shown he lacks flexibility, competence, while challenger looks for policies that will work

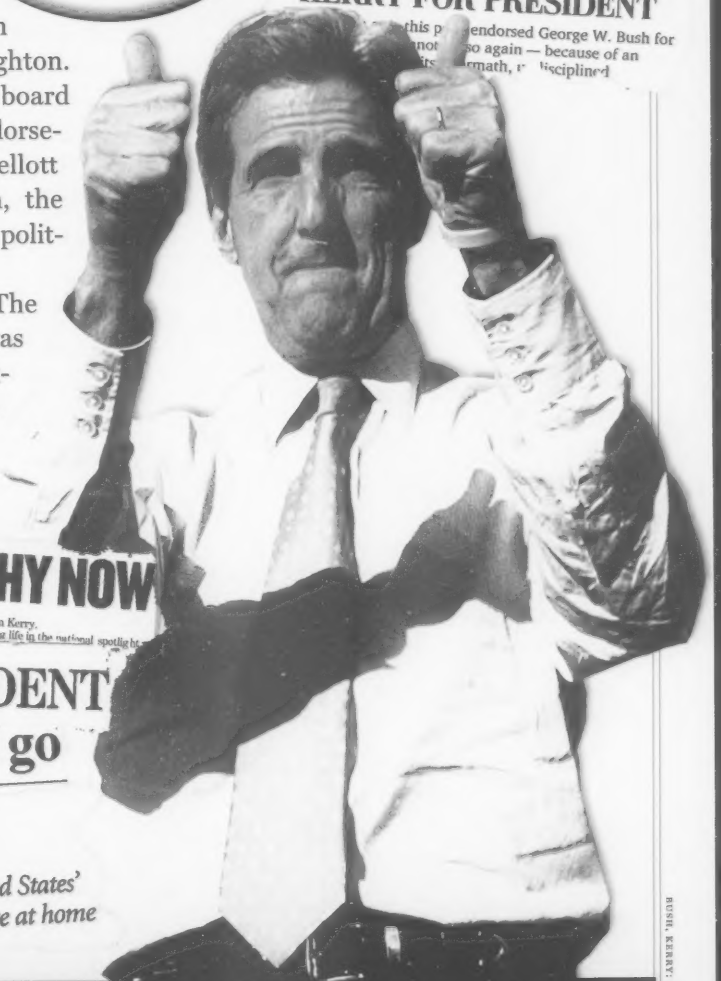
THE TIMES ENDORSES | U.S. president

KERRY FOR PRESIDENT

this p... not... endorsed George W. Bush for so again — because of an math, r... disciplined

and Georgia, were Editorial Page Editor Cynthia Tucker, her deputy, Jay Bookman, and editorial writers Lyle V. Harris, Maureen Downey, Jim Wooten, and David McNaughton. Although Editor Julia Wallace confers with the board — and, technically, has the final approval on endorsements — she was not there. Publisher John Mellott also did not attend. In an unusual tradition, the *Journal-Constitution's* publisher plays no part in political endorsements, editors say.

First order of business: an informal count. The result, which board members would not reveal, was a split decision favoring Kerry. Then the back-and-forth began. "You have the record of the incumbent," Bookman recalls, describing the



KERRY FOR PREZ: WHY HIM, WHY NOW

LAST WEEK, the nation looked to the death of President

litical movement against al Qaeda, the real terror- ist threat, instead he has led us with false info.

choice in Sen. John Kerry, John Kerry's lone life in the national spotlight

KERRY FOR PRESIDENT

Why President Bush must go

America must mistake that deny President Bush 'reg State'

Kerry for president

The Democrat could help rebuild the United States' standing in the world, while restoring balance at home

ENDORSEING KERRY: From top, the *Detroit Free Press*; *The Atlanta Journal-Constitution*; *The Seattle Times*; *The Philadelphia Daily News*; *The Philadelphia Inquirer*; *The Day*, New London, Conn.; and *The Oregonian* in Portland

RIGHT, KERRY: JUDY PAVZAN/AP/GETTY IMAGES



discussion. "He became the issue." Each attendee then made a pitch, with more backing Kerry, but nearly all finding some fault with him.

To understand the *Journal-Constitution* editorial board, it's important to trace its recent history. Prior to the merger of the *Atlanta Journal* and *Atlanta Constitution* on Nov. 5, 2001, the city had two strong, opposing editorial voices. The evening *Journal* provided a stark conservative viewpoint, while the morning *Constitution* often championed liberal causes. Even when the papers merged, reader demand for two rival viewpoints caused the paper to keep three *Journal* editorial board members on at the new *Journal-Constitution*.

Today, only one of those three, Wooten, a former *Journal* editorial page editor, remains. As expected, he sounded a loud pro-Bush opinion during the endorsement meeting. "I made an incredibly compelling argument about why we should endorse Bush, then someone turned on the steamroller," Wooten says. A follow-up vote confirmed the board's first tally: Kerry would get the endorsement.

"If you have followed our editorials over four years, you wouldn't be surprised," Tucker explains. "We disagreed with the president on tax cuts, on affirmative action, stem cells, [school] vouchers, and same-sex marriage. And we vehemently disagreed with him on Iraq."

Then came the decision about what the paper would say, and who would write it. "We try to come to a consensus and reflect the misgivings of those who oppose it in the writing of the editorial," explains Bookman, who authored the endorsement. "If it is 4-3, that is different than 7-0." The endorsement appeared on Oct. 10 and offered a sharp attack on the president's record.

Looking back at the entire process, Tucker comments: "It is useful because it forces us to restate our values. We want to help voters think and make thoughtful decisions."

The protocol and process in Atlanta mix typical and uncommon elements. After all, the different ways newspapers come up with endorsements — or choose not to — are as varied as the newspapers themselves, *E&P* found in several weeks of interviews early this fall.

From *The Hawk Eye* of Burlington, Iowa, where editor and publisher Steve Delaney decides on his own, to *The Philadelphia Inquirer*, where a 19-person editorial



In Kerry's corner: The *Atlanta Journal-Constitution* editorial board went for Sen. John Kerry after a split vote among its board members. Seated are, from left, Jay Bookman, Cynthia Tucker, and Lyle Harris. Behind them, Maureen Downey and David McNaughton. Board member Jim Wooten is not pictured.

board batted around the issue before voting 18-1 for Kerry, approaches to reaching this quadrennial decision run the gamut.

For some papers, such as the *Journal-Constitution*, the process comes down to a strict editorial-board vote with no interference from the publisher. At many others, like *Newsday* of Melville, N.Y., editorial board members discuss the candidates informally without a vote and make a consensus choice which the publisher can overrule.

But long discussions are not necessarily required. At the *New Haven* (Conn.) *Register*, two editors and the publisher decided who to endorse after "a brief discussion lasting about five minutes." And at least one daily, the *Chattanooga* (Tenn.) *Times Free Press*, which has two separate editorial pages left over from its 1999 merger, is endorsing both Bush and Kerry.

Pulling back the curtain

At most newspapers, the editorial board reviews and recommends, but the publisher has final say. However, most of those who spoke with *E&P* stressed that few publishers had overturned a board consensus. In a few cases, editors follow the directive of distant corporate parents.

Then there are papers that endorse only in certain races, while others don't endorse at all. "It would be much easier to just say 'never mind,'" admits Tucker, whose *Journal-Constitution* is offering endorsements

in more than 75 races across five counties in addition to the presidential contest. "But that is the easy way out."

But do endorsements carry much weight anymore? Nearly all of the editors interviewed by *E&P* agree that their opinions on who should be in the White House have a relatively low impact on voters. Most say, however, that their choices in lower-level campaigns mean more to readers, who have little time or interest to dig up information on candidates for county commission or school board.

"They mean very little in the presidential election," says John Temple, editor and publisher of the *Denver Rocky Mountain News*, which endorsed Bush. "We know we can be very influential in other races." The paper requires local candidates seeking endorsements to meet with the five-person editorial board.

An *E&P* poll of more than 2,200 newspaper readers in 2000 found that only 4% claimed they were strongly affected by a newspaper's presidential endorsement, while two to three times as many admitted being influenced by endorsements in state and local races.

A different poll that same year of nearly 200 newspaper editors and publishers indicated four out of five considered endorsing candidates to be "an important responsibility," while 40% believed endorsements lead to "superior candidates being elected."

This year's election produced significant changes in endorsement trends on a local and national scale, both in when picks are made and the impact they may have.

Because a number of states now allow voters to start casting ballots well before election day, many newspapers got endorsements out much earlier. Oregon, for example, has gone to an all-mail ballot, which some people received on Oct. 12. Other papers moved up their choices for president because their state was in the "battleground" category, and they wanted to have a little more impact on the electoral outcome.

"Washington State was considered an in-play state," recalls James F. Vesely, editorial page editor of *The Seattle Times*, which endorsed Kerry on Aug. 27. "Once we decided, we did not want to wait." *The Philadelphia Daily News* endorsed Kerry back in June.

But there's a risk in seeming too proactive. Those who allege bias in political reporting are now more apt to use an endorsement as proof of unfair coverage, even though editorial and news departments stand apart. "We put the credibility of this paper on the line" with all endorsements, says Brent Larkin, editorial page editor of *The Plain Dealer* in Cleveland.

Most big guns don't endorse

Oddly, only two of the five largest papers in the country offer presidential endorsements. Of those big guns — *USA Today*, *The New York Times*, *Los Angeles Times*, *The Wall Street Journal*, and *The Washington Post* — only the *Post* and the *New York Times* normally make presidential picks.

"The original feeling was that people could make up their own minds," says *USA Today* editorial page editor Brian Gallagher, adding that the no-endorsement policy dates back to founder Al Neuharth's doctrine when the paper launched in 1982. "As soon as you endorse, you are identifying yourself as a Democratic newspaper or Republican newspaper." The policy goes along with *USA Today's* steady practice of offering opposing viewpoints from guest editorialists.

At the *Los Angeles Times*, which considered bringing back presidential endorsements this year after a 32-year hiatus following its 1972 backing of Richard M. Nixon, the paper ultimately chose to continue offering a "no comment" on that choice. The practice began as a way of steering the paper away from predictably picking conservatives. Michael Kinsley, who has served as editorial and opinion

editor since June, says the paper decided to keep its tradition going because it has worked well and he does not believe "someone is going to let the *L.A. Times* decide for them who they are going to vote for."

Then there's the *Wall Street Journal*, whose high circulation and passionately conservative editorial views give it enough weight to influence an election with or without an endorsement. "We prefer to comment on issues and policies and events," says Paul Gigot, the *Journal's* editorial page editor. "Anybody who reads our page is going to know that we prefer Bush's foreign policy over Kerry's. I don't know if our endorsement would make much difference."

That leaves the *New York Times* and the *Washington Post*. Neither paper's editorial page editor would reveal too much about their paper's process for backing a candidate, but each appears to put serious effort into the decision.

At the *Times*, which has endorsed 24 Democrats and 12 Republicans for president since 1852 — and backed Kerry this year — a GOP presidential candidate has not gotten its support since Dwight Eisenhower in 1956. Still, the paper seeks to interview both candidates for the top office



Publisher Steve Delaney of *The Hawk Eye* in Burlington, Iowa, acts alone on presidential endorsements

and takes into consideration the views of all 16 editorial board members. Editorial Page Editor Gail Collins would not say if a formal vote is taken, but describes the process as reaching a consensus.

"When it comes to president, I think our readers know who they are going to vote for, but the endorsement adds to the national conversation," says Collins. Publisher Arthur O. Sulzberger Jr., who does not sit in on the discussion, has the final say on endorsements. However, "he is not the kind of guy who tends to interfere," Collins observes. "He is very respectful of the opinions of the board."

As for the *Post*, Editorial Page Editor Fred Hiatt is reluctant to reveal much about the paper's endorsement process, which includes a recommendation from the eight-person editorial board and final approval from Post Chairman/CEO Donald E. Graham. "A formal vote is not our style, we talk and come to a consensus," Hiatt tells *ESP*. "We try to make the best judgment as to who is best for the job, and we try best to explain that to readers."

The *Post* has withheld an endorsement for president at least once, in 1988, when it chose to support neither George H.W. Bush nor Michael Dukakis. "We are often



The *Philadelphia Daily News* editorial board saw no reason to wait and voted to endorse John Kerry in June. Board members (clockwise from left) include Elmer Smith, Michael Schefer, Frank Burgos, Sandra Shea and Signe Wilkinson. Board members Al Hunter and Carol Towarnick are not pictured.

tempted not to endorse anyone, but we realize that we want voters to vote," he says.

Corporate control?

MediaNews Group Vice Chairman and CEO William Dean Singleton makes no secret that George W. Bush is a friend. Having met the younger Bush when Singleton oversaw the *Journal Tribune* in Biddeford, Maine, he remains an obvious supporter of his re-election. But if you think that means each of Singleton's 40 daily papers have orders to endorse Bush, think again. According to the Denver-based media mogul, he issues no directives to his newspapers on endorsements, following a firm rule that his local publishers have the final word. Except for *The Denver Post* and *The Salt Lake Tribune*, where Singleton is publisher, each publication can endorse as it wishes.

"The local publisher knows more about what's best for the local community than we do," Singleton affirms. "They have a much better handle on the community." Even in the case of the *Post* and *Tribune*, Singleton will listen to their editorial boards' choices before offering his final opinion.

In 2000, before Singleton became publisher of the *Post*, the paper endorsed Al Gore. In the same election, his two Vermont papers — the *Brattleboro Reformer* and *Bennington Banner* — backed Ralph Nader, while his *Fairbanks (Alaska) Daily News-Miner* never endorses for any office.

"Only about 80% of the [MediaNews Group] papers endorsed Bush in 2000," Singleton says. "It is a local issue. One presidential candidate's policies might be good for Vermont but lousy for Utah." He adds that endorsements are a way to help readers make up their own minds, not tell them what to do.

Most of the major newspaper chains follow a similar approach, letting local papers make their own selections. The E.W. Scripps Co., however, has had a long history of issuing a chainwide presidential endorsement for its papers, based on the collective vote of editors from each daily. Since the tradition began 92 years ago, the Scripps editors have endorsed mostly Republicans, with only four Democrats: Woodrow Wilson

in 1912, James M. Cox in 1920, Franklin D. Roosevelt in 1932, and Lyndon B. Johnson in 1964, according to company historians. They also managed to go for a third-party candidate, Robert M. LaFollette, in 1924.

"The idea was that you had a better chance of getting who was best for the whole country, and you would have more impact, if everyone went the same way," says Alan M. Horton, Scripps senior vice president/newspapers. But the editors voted this year to end the tradition. Some editors cited awkward situations for papers that would editorialize mostly liberal or progressive views all year, then endorse a Republican for president. "We realized it is good for readers to know

since the company began [in 1928]. If it ain't broke, don't fix it." The paper endorsed Bush on Oct. 17.

An Oregon conclusion

Still, for a majority of newspapers, the preferred approach for endorsements seems to be getting a broad view from a small group, but in a variety of ways depending on the race. At *The Oregonian* in Portland, for example, Editorial Page Editor Bob Caldwell meets with Publisher Fred Stickel, Editor Sandra Mims Rowe, and six editorial writers. All nine confer on the major endorsements for president, senator, and governor, but smaller races and ballot measures are



Congressional candidate John McDermott (back to camera) makes his case before *Philadelphia Inquirer* editorial board members (left to right) Henry Bryan, Cindy Henry, Harold Jackson, Chris Satullo, and Carolyn Davis. Like those at most papers, the 19-person *Inquirer* board splits its duties interviewing candidates in lower-level races.

their editors are responsible for what goes in the newspaper," Horton explains.

Sure enough, on Oct. 12, Scripps' *Albuquerque Tribune*, which had backed Bush in 2000, announced for Kerry.

But at least one newspaper chain still dictates presidential endorsements for its papers. Copley Press, which runs *The San Diego Union-Tribune* and eight other dailies, usually orders each paper to follow the endorsement of the conservative-leaning *U-T* editorial board, according to Hal Fuson, Copley vice president and chief legal officer. "We have more horsepower at the *Union-Tribune* and they are probably in the best position to make the most spirited argument," Fuson said. "It has been our practice

reviewed by a single editorial writer who interviews the candidates alone and then reports back with a recommendation.

"Then a discussion is held on the recommendation of that writer, with other editorial board members expressing their views and their reasoning," Michael Arrieta-Walden, public editor at the paper, wrote in a Sept. 12 column. "No official vote by the board is tallied, although it's clear where people stand." If a final decision is required, Caldwell, not publisher Stickel, makes it. Caldwell, in fact, broke a tie in 2000 that led to the endorsement of Bush.

This year, Caldwell and Stickel were at odds over the endorsement, Arrieta-Walden wrote in another column. The

paper eventually went with Kerry despite Stickel's preference for Bush. "Caldwell says the decision was difficult for him, especially because the board so respects Stickel's opinion," Arrieta-Walden wrote. "But Caldwell ultimately agreed with most other board members to endorse Kerry."

For many newspapers, the preferred approach is a consensus that avoids one person's decision as law. "It's not exactly clear-cut," says John Diaz, editorial page editor of the *San Francisco Chronicle*, which endorsed Kerry and where a nine-person board makes the endorsements, but Publisher Steven B. Falk can intervene. "In the [four years] that Hearst has owned this newspaper, an editorial-board judgment has never been overruled by the publisher."

Then there's the *Chicago Tribune*, where the paper's 150 years of endorsing Republicans for president continued with this year's nod to Bush. "We've only endorsed one Democrat, Horace Greeley [in 1872]," said editorial writer and board member Cornelia Grumman. "And he lost."

But in reality, editors say, it is endorsements for city council, school board, and civil court judge elections that readers often turn to newspapers for most. Brent Larkin of the *Plain Dealer* in Cleveland says, "The further down you go in the ballot, the more influence we have." In most of those cases, one or two members of the editorial board are assigned to a smaller race, interview candidates, then recommend to the full board. Depending on the paper, a publisher or editor can overrule or make the final decision.

Slim pickings

In Melville, N.Y., *Newsday* has had a few interesting endorsement incidents, beginning with 1960 when then-Editor Alicia Patterson gave the paper's official support to John F. Kennedy, while her husband, Harry F. Guggenheim, the president and publisher at the time, made clear his preference for Richard M. Nixon in an unusual Op-Ed column. *Newsday* historians have said the disagreement nearly led to divorce.

Years later, *Newsday* raised some eyebrows when it endorsed former Sen. Paul Tsongas for president in the 1992 New York primary, even though he had effectively pulled out of the Democratic race. The Long Island daily protested the poor performance of some New York state legislators in 2000, offering no endorsement that year in a number of races, a practice it plans to continue this year and one the *Rochester* (N.Y.) *Democrat and Chronicle* is following. "I think we are proud that we are not pre-

dictable," Jim Klurfeld, *Newsday's* editorial page editor, affirms. "I am comfortable with the fact that we make up our minds on a case-by-case basis."

While most editorial boards consist of editors and editorial writers, with a publisher or columnist thrown in, a few have expanded to include some surprising voices. *The Idaho Statesman* in Boise has a community representative who doesn't work at the paper on its board, while the *Arizona Daily Star* in Tucson gives editorial cartoonist Dave Fitzsimmons a seat at the table. "He gives us a shot from left field," explains Dennis Joyce, the *Daily Star's* editorial page editor. "He brings a perspective that is a little different."

Some editorial boards have taken to adding other elements to their endorsement review, such as: questionnaires, interviewing local candidates simultaneously in a debate-like atmosphere, and even having readers come in to query the wanna-be politicians. "It is good when the opponent is there to challenge," *Asbury Park* (N.J.) *Press* Editor William "Skip" Hidlay says about the joint interviews. "You get a better view of who is telling the truth, and then you pin them down."

Grumman of the *Chicago Tribune*, which uses questionnaires on all political races, said they stop candidates from "weaseling out" of tough questions. "We also call a lot of them for follow-up interviews," she says. "We found someone running for Congress in 2000 who was in a mental institute. We had another one running for the statehouse, an

incumbent, who couldn't spell. There were gross misspellings all through her questionnaire."

Pam Platt, public editor of *The Courier-Journal* in Louisville, Ky., remembers the candidate who lost the endorsement of one of her previous employers and flew over the paper with a banner declaring it unfair.

John Kerr, editorial page editor of the *Las Vegas Review-Journal*, recalls state Assemblywoman Genie Ohrenschaal, an incumbent who sought an endorsement in 2000 under questions concerning her stability after she lost custody of her daughter. "She brought her psychiatrist with her to vouch for her sanity," Kerr recalls. "We didn't endorse her, but she won re-election."

The *Journal-Constitution's* Maureen Downey says a state Senate candidate last year arrived for an endorsement sit-down with a parrot on his shoulder. "He didn't get an endorsement or a win," she recalls.

Another strange scene, Downey says, was the endorsement interview for former De Kalb County Sheriff Sidney Dorsey — running for re-election in the 2000 Democratic primary — who brought his wife, daughter, son, and aunt to the meeting. The family support did not help Dorsey, who lost the endorsement and primary to the man who eventually won the general election that November, Derwin Brown.

Dorsey made national news when he was later convicted of conspiring in a plot to hire two men to kill Brown, who was murdered outside his home. ■

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(TRADE)MARK THESE WORDS

How to Use Trademarks Correctly —and Why You Should

No doubt the editors of the South African newspaper *Mail & Guardian* did not have trademark law on their minds when they chose the headline "Cricket for Dummies" for a story that appeared in print and online last April. The story, by a *Mail & Guardian* sports columnist, lamented a new form of cricket that he felt had seriously dumbed down the sport. But the lawyers at Wiley Publishing, Inc., who produce the *For Dummies* series of books, had a different take on that headline. Kimberly Skeel, the

company's global brand review and corporate trademarks manager, sent the newspaper an e-mail requesting that the paper remove all references to *For Dummies* on its Web site and never use the phrase again. Her note—which cautioned that Wiley "takes all reasonable steps to prevent others from using its marks or marks confusingly similar to Wiley's marks"—ended with a request for written assurance that the *Mail & Guardian* had complied with the request.

Sound like a tempest in a trademark?

Actually, trademark policing and protection are serious businesses, requiring a fair amount of diligence from reporters and editors to get both trademark names and their usage correct in their copy. Trademark attorney Kevin G. Smith, a partner in the firm of Sughrue Mion PLLC, says he understands why Wiley Publishing responded to the "for dummies" headline. "A trademark owner has to use and promote his mark, and had better be policing it," he says. "Otherwise, its function as a source-origin indicator is being whittled away." He adds that papers must take special care with headlines: "If you read that article, you know there's no connection to the *For Dummies* series. But if you're just thumbing through the paper, you'd see the

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headline—and likely more than a few people stopped to see if there's a book review of a new [title] in the series, *Cricket for Dummies*."

"Brand names are promises"

The oceans of copy that flow through a newspaper's offices every day make it easy for editors and writers to get careless—or too clever—with trademarked names. After all, they are simply words. But as you learn from a visit to the Brand Names Education Foundation, trademarks are actually rather vulnerable entities: "Brands themselves exist only in the mind of the public as memories of past experiences or promises of future experiences, good and bad, that are evoked on hearing or seeing the brand name or some other symbolic representation of the brand. Memories, when evoked, generate expectations about the branded product or

entity. These expectations influence decisions. In the end, brand names are promises."

Understandably, trademark owners do not want to see their "promises" misused or misappropriated by others, no matter how innocent the intent. Consider for a moment how a product becomes a widely known trademark. "The strongest marks are those that had no meaning until you created that word, such as Kleenex or Pepsi or Kodak," notes Smith. "Lawyers love them, and marketing people hate them because they've got to educate consumers [to associate the product with the newly coined phrase]." Once that hard work of educating the public is done, companies want to see any reference to their now well-known trademark joined to its appropriate noun. So, for example, a story laden with trademarks properly used would have someone reaching for Kleenex *tissues* after taking an Advil *analgesic* for the nasty cold that

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Smith points out that a while back the newspaper industry was notorious for creating a "McLanguage," referring to *USA Today* as "McPaper" and expensive homes built on small properties "McMansions." McDonald's immediately sprang to the defense of its brand.

"When it first happened, McDonald's had a significant policing effort that included sending out consciousness-raising letters and cease-and-desist letters about the misuse of the 'Mc' prefix by the media, and it worked," Smith says. "As a result of McDonald's' efforts, you don't see the media misusing the 'Mc' prefix a lot in that manner anymore. McDonald's wants to protect the goodwill associated with [its] trademark. That sort of use isn't necessarily infringing on the trademark, but it has the potential of diluting the distinctiveness of the McDonald's family of marks. So McDonald's continues in its efforts to guard against such uses."

Trademark misuse can lead to a particularly egregious fate known as "genericide." That's when the capitalized trademark name (trademarks always require capitalization) becomes so successfully associated in the mind of the public with the product it describes—such as aspirin for the unpronounceable *acetylsalicylic acid* or trampoline for *rebound tumbling equipment*—that it loses its ability to function as a "source identifier" adjective. The trademarked word eventually passes into the lexicon as an undistinguished common noun.

That will surely never happen to the prestigious Chanel trademark. Adrienne Hahn, director of legal administration for Chanel Inc., says the company employs a clipping service to track usages of the trademark, takes out ads explaining proper use in *Women's Wear Daily* and other publications and also relies on people in the company itself who often spot and report misuses. A misuse can engender a "nice" letter, notes Hahn, setting out why you cannot use the Chanel trademark to describe products not made by Chanel.

"Often you'll see Chanel used to describe any

collarless tweed jacket or sweater with a similar structure," she points out. "I'd say to editors and writers that there are other ways to describe a jacket that looks similar to a Chanel jacket."

John McIntyre, president of the American Copy Editors Society and assistant managing editor of *The Baltimore Sun*, explained in an interview with a *Poynter Online* reporter how the paper avoids this sort of inaccuracy: "If you talk about somebody's Rolodex, you had better be sure that it was an actual object and one made by Rolodex before you use it in print. So we prefer generic terms most of the time."

Perhaps few editors would have a handy generic term for the leading cosmetic procedure in the country, injections with BOTOX Cosmetic, a product of Allergan Inc. The BOTOX trademark is often misused as a verb. (Actually, there are two trademarks, depending on how the product is used. BOTOX refers to its therapeutic use and BOTOX Cosmetic for its cosmetic applications—a distinction required by the Federal Drug Administration since April 2002.)

"We monitor usage and send out lots of trademark brochures," says Caroline Van Hove, senior manager of corporate communications for Allergan Inc. "You'll see usages like 'she was over-Botoxed' and 'her Botoxed face.' To make the landscape clear for consumers, the

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EDITOR PUBLISHER

media should be sure to use the trademarks appropriately and make the distinction between BOTOX and BOTOX Cosmetic." She also cautions, "There is a lot of competition coming into the marketplace, and lots [of the companies] are building on the familiarity with the BOTOX name by putting a 'tox' at the end of their product or a 'Bo' at the beginning."

Vigilance Pays Off

A few years ago, the vice president and assistant general counsel of the BIC Corporation was watching a cartoon on a children's cable network station with her daughter. One of the characters in the episode picked up a brush from a bottle of white liquid labeled "White-Out" and said, "I'll white-you-out."

"We sent a nice but informative letter to the network," says Kimberly R. Dickson, corporate counsel of BIC, in an e-mail to *Editor & Publisher*. "The letter included information about the proper use of our Wite-Out trademark but also included a 'thank you' for the entertainment the show provided for our vice president and assistant general counsel's family. Trademark protection must be vigilant and consistent—even when home with your children."

The company's vigilance includes employing a clipping service to monitor media usage of the trademark and sending a friendly letter—along with some samples of

Wite-Out products—whenever they see a misuse. When a national daily newspaper once ran a sidebar on income tax tips with the headline "Get the Wite-Out," the paper quickly became the recipient of both the informative letter and a packet of Wite-Out samples.

And what is the result of this ongoing vigilance? The Wite-Out trademark was strong

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enough to resist a challenge from a company using the name "Wipe-Out" for its correction products. "The trademark infringer asserted...that misuse of the Wite-Out trademark was a basis for determining the trademark had become generic and therefore was not infringed by the use of the word Wipe-Out," notes Dickson. "BIC's vigilance in addressing misuse of its Wite-Out trademark helped BIC to overcome the argument that the Wite-Out trademark had become generic and resulted in the court ruling that the use of the word Wipe-Out in connection with correction products did in fact constitute trademark infringement."

Trademarks 101

A trademark can be many things: a word, symbol, logo, design or any combination thereof. It can be a three-dimensional object such as the

McDonald's arches. NBC even has a trademark of musical notes representing the network—and that's at least one trademark unlikely to trip up a newspaper reporter.

What follows are guidelines for using trademarks in text. As Megan Sanders, information resources specialist for the International Trademark Association, points out, "Proper trademark use is not the way we speak. There's no way to control the way we speak versus the way we write." But, she notes, editors and writers certainly can ensure that what gets written reflects proper trademark form. And that's where INTA can help. For a more detailed examination of trademark proper usage, go to its Web site (www.inta.org) and click on the "Editors" link. Another option for trademark-spelling questions is to call INTA's Trademark Hotline (212-768-9886). Information specialists there

consult a Thompson & Thompson trademark searching database, SAEGIS, which shows if a word or phrase is a registered trademark or has a pending registration. As a supplement to the Trademark Hotline service, INTA publishes a reference guide, *Trademark Checklist*, which includes close to 3,000 alphabetically listed trademarks that have been frequently asked about or are commonly misused today.

You can also consult the Web site of the United States Trademark and Patent Office (www.uspto.gov/) for more extensive searches. (A recent basic search of *For Dummies* yielded 131 references.)



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We take our trademark seriously.

Merci,

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TRADEMARK BASICS

Go for bold.

Always make trademarks stand out from surrounding text by at least capitalizing the initial letter or using all capital letters. You can also set them apart from surrounding text by using bold or italic fonts or by placing the trademark within quotes. Using a stylized form or logotype that has become associated with the mark is also acceptable.

Check for accurate trademark form.

Getting the right letters alone is not good enough. For example, the proper form is *Nescafé coffee*, not *Nescafé*.

Check your assumptions.

It's easy to assume that many familiar terms are generic. You have to wrap a package in *Bubble Wrap* packaging material, not *bubble wrap*. And the student is using *Wite-Out* correction fluid on her homework, not *wite-out*.

Know your trademark grammar.

Never use a trademark as a noun.

A trademark is always an adjective, identifying a noun: *Tupperware food-storage containers*, not simply *Tupperware*.

Never use a trademark as a verb.

Your friend did not get *botoxed*. She received *BOTOX cosmetic therapy*.

Never modify a trademark.

If you want to make the trademarked term plural, change the generic word from singular to plural: Those are *Oreo cookies*, not *Oreos*. Any trademark in a possessive form must remain in that form: *Jack Daniel's whiskey*, not *Jack Daniels whiskey*.

Check those headlines.

Editors choose the words for their headlines for a compelling reason, Smith points out: "That's why they're in your head—consumers recognize the phrase or word, and if they recognize it, chances are it's someone else's intellectual property."

So attention, headline writers: "Dog Bites Child at Frisbee Tournament" is appropriate only if you're referring to the Whamo-brand *Frisbee flying disc*.

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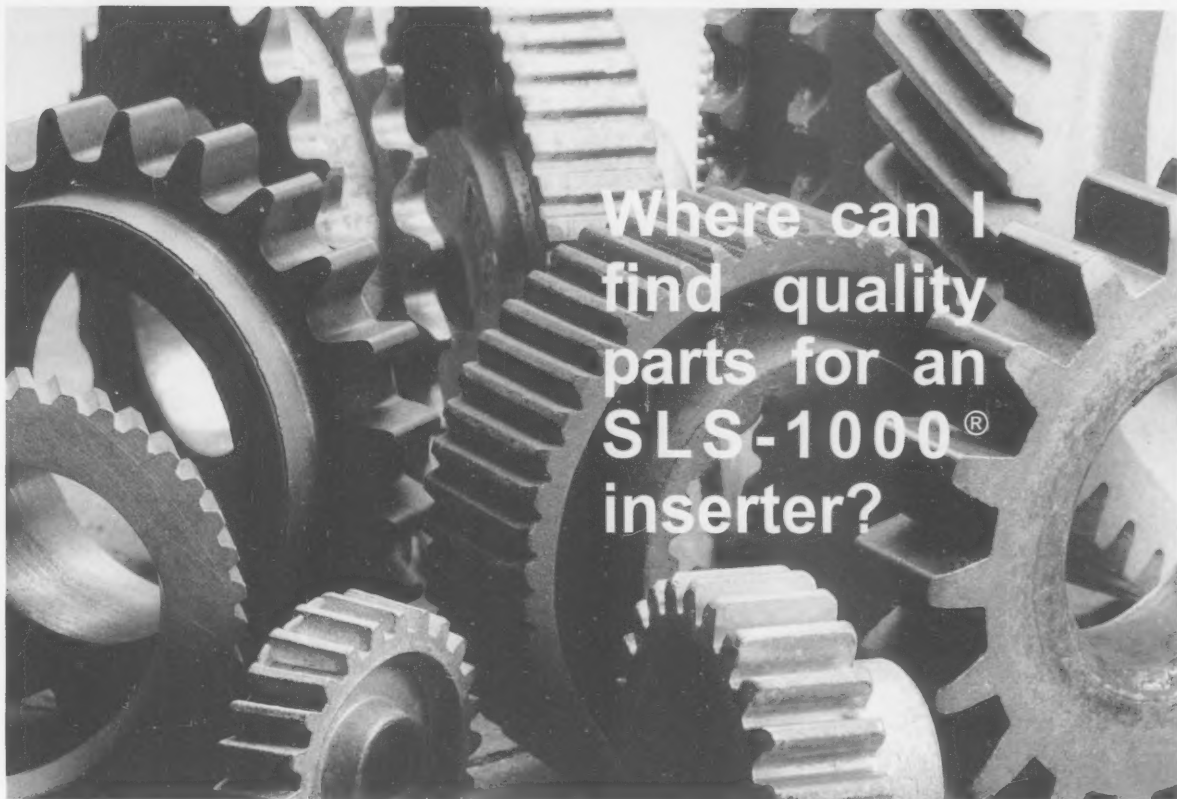
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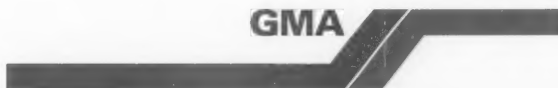
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Roland Martin, left, Tom Picou, and Clarence Nixon are looking to lead a black-press renaissance at the *Chicago Defender*.

KEVIN MAZUR

*While the industry fixes its gaze on the boom
in Hispanic papers, the revival of the
African-American press goes mostly unnoticed*

BLACK IS BACK

BY MARK FITZGERALD

NERVOUS LAUGHTER ECHOED FROM THE AUDIENCE OF MOVERS AND SHAKERS gathered at a DuSable Museum reception this summer to formally welcome Roland S. Martin as the new executive editor of the *Chicago Defender*. On stage, Cliff Kelley, the most influential talk radio host in black Chicago, was kidding on the square with Real Times LLC Chairman Tom Picou about the awful quality of the African-American daily not so long ago.

"I used to tell him that I had a great slogan for the *Defender*: 'Yesterday's News Tomorrow,'" Kelley laughed, as Picou, who years ago was the paper's president under its old Sengstacke family ownership, tried to look like a good sport. "There was a reason we called it 'the *Offender*.' We used to ask him if they had any proofreaders on the paper. We'd say,

'Ebonics was invented at the *Defender*.' It didn't seem like the paper could get worse, and then, things got worse."

By January 2003, when the Real Times group of investors from Chicago and Detroit bought the *Defender* and its four sibling weeklies for \$8.1 million from the Sengstacke family, the Chicago paper had been surviving for decades as a shadow of its former self in editorial quality, readership, and financial viability. In the early 1950s, the weekly *Defender* circulated nationwide and hit its peak sales of 230,000 copies. In 2002, the last time it filed an Audit Bureau of Circulations (ABC) Publisher's Statement, the daily *Defender* sold just 14,629 copies a day in a city of 1.1 million African-Americans.



President Harry S. Truman, left, Chicago Mayor Richard M. Daley, and *Chicago Defender* Publisher John Sengstacke

The decline of the storied newspaper — once so powerful it is credited with setting off the Great Migration of African-Americans from Dixie to the industrial cities of the North after World War I — symbolized the state of many black papers across the nation. Too many markets were crowded with black newspapers that were thinly financed mom-and-pop operations competing for readers and advertisers with

error-riddled, irrelevant articles presented in dated layouts and smudgy reproduction.

But now, the black press is on a rebound, pushed by a sophisticated readership increasingly loathe to accept mediocrity, pulled by owners who realize their old business

model is utterly broken and advertisers who now demand a more specific return on their dollar than a feel-good vibe.

"The black press has gotten the memo that change is required," says DC Livers, who catalogued more than 400 black newspapers and other publications as editor of the new *Black Press Yearbook: Who's Who in Black Media*. "They're starting to understand that their reader ... expects the black press to be as good as the general market [paper]."

Robert W. Bogle has seen the changes firsthand as president and CEO of the nation's oldest black newspaper, the 120-year-old *Philadelphia Tribune*. "Being black," he says, "won't get you over — and it shouldn't. You've got to be competitive."

And just as the *Defender* symbolized an industry in trouble, the paper now is the most talked-about example of a possible black-press renaissance.

Out with old, in with bold

Within a few days of arriving at the *Defender*, the hard-charging Martin, 35, snapped the front page out of its sleepy trance with bold headlines and huge graphics. "I call it my '30-foot rule': If I'm walking by 30 feet away and can't make out what the headline is and what the graphic is — it doesn't work," Martin says.

Martin brought in The Associated Press and chased out several employees. He weeded a newshole that an overworked staff routinely filled with credulous stories based on press releases sent by anybody, including political cranks and sales hustlers. And on Nov. 1 the *Defender* will lose its distinction as perhaps the last big-city daily without its own Web site, Martin says.

Real Times also hired a star journalist to improve editorial and build the first coherent system to leverage the resources of the daily and its four weeklies. Angelo Henderson, who won a 1999 Pulitzer Prize while at *The Wall Street Journal*, compares his task to "building a Gannett or a Knight Ridder from scratch."

The *Defender* isn't anywhere near that mountaintop yet. At the beginning of Octo-

ber, the daily still didn't have a staff photographer and both the entertainment and sports editors were out on medical leave. Martin was not only running his nationally syndicated column in the *Defender*,

he wrote news, a religion column, and even filed some sports stories. This is an ownership serious about budget discipline. "We use the term around here, downsize to rightsize," Real Times President and CEO Clarence Nixon says in an interview at the *Defender's* Moorish-style building

on South Michigan Avenue. "Downsize to *upsized*," Martin quickly interjects.

New model for success

Around the nation, however, other black newspapers are already achieving the success the *Defender* as yet only envisions.

Good-looking papers with acclaimed content such as *The St. Louis American* are pursuing readers with business models closer to that of alternatives than the traditional black press paid model. Each week, Wave Community Newspapers drops 150,000 copies of six different papers around the Los Angeles Basin, and boasts an audited pickup rate of 97%. Weeklies such as *N'digo* in Chicago and *The Atlanta Tribune* in Georgia are taking a magazine approach to winning readership.

The typical black press reader is loyal, but older. According to the biggest black press organization, the National Newspaper Publishers Association, the average age of readers of member papers is 43.9, and 54% are women. That's an audience to value, says Wave Newspapers President Pluria Marshall Jr., who compares it to the older but affluent listeners of talk radio. "We don't want to get too young, frankly," Marshall says. Nevertheless, the Wave papers are reaching out to younger readers by such methods as partnering with rap impresario Russell Simmons' Hip-Hop Summit.

And while the *Defender* is generally recognized as the only African-American daily, other black papers are increasing

their frequency. *The Philadelphia Tribune* publishes ABC-audited paid papers on Tuesdays, Fridays and Sundays, and distributes TMC products on Wednesdays and Thursday. "Five days a week — that's the definition of a daily," President and CEO Bogle says.

The *Tribune* also publishes its own Sunday magazine, TV book, visitor's guide, and a Newspaper in Education-like product that appears 40 times a year. As the school year wound to a close last spring, the *Tribune* published a 248-page tab with pictures of 10,000 graduates at 48 area high schools. The first "Yearbook Edition" sold 82,000 copies. "In two days, we had 130 people walking into our offices to buy it," Bogle says.

African-American publishers are also turning the tables on the metro papers that traditionally stole away their best employees. For the first time, the black press is successfully raiding the general-market papers. The *St. Louis American*, for instance, just hired a salesperson with experience at the *St. Louis Post-Dispatch*, and recruited its classified ad manager from a local alternative.

For the first time, too, the black press is attracting the attention of venture capitalists — and facing the consolidation that inevitably follows. Recently formed VCs like the Real Times group see that many of the papers still barely penetrate their market.

There are at least two stumbling blocks, though. First, the VCs will have to be patient, says Wave's Marshall, an expansion-minded entrepreneur who bid unsuccessfully for the *Defender*: "From an investor's viewpoint, the rates of return probably aren't there right away because you're looking at an industry that has no consolidation. The black press is where radio was 20 years ago, all single enterprises."

Marshall says venture capitalists may also hesitate because of the limited number of



Robert W. Bogle, president/CEO of *The Philadelphia Tribune* and its visitors mag



Two of the Wave Community papers that serve the Los Angeles Basin.

potential buyers for a fixed-up black paper. Mainstream newspaper companies may take themselves out of the market because they fear resentment from the African-American community if they acquire a historically black-owned paper. Investors, he says, "can't see an exit strategy" with a sufficient payoff.

Not this month's flavor

The black consumer market is more affluent and established than its Latino counterpart. Yet it is the Spanish-speaking demographic that has captured the fancy of the mainstream newspaper industry, which is furiously creating niche publications for Hispanics but not for African-Americans.

When Ethnic Print Media Group (EPMG) announced last month the first comprehensive national circulation audit of Latino papers, advertisers cheered. There's been less said so far about a similar EPMG project that will gather circulation audits and extensive consumer marketing information about the 95 biggest black newspapers in 80 markets. The results of the program will be available next January — and will open a lot of eyes, EPMG says.

"Traditionally, there's only been a few rep companies working within the black newspaper market, so there has not been too much of an effort toward putting together an audit program or getting readership data," EPMG Vice President Trevor Hansen says. "For the first time, we are really bringing the numbers to the table."

Nobody should be surprised, says Ken Smikle, president of Chicago-based *Target Market News* and a market researcher specializing in trends among black consumers. "Are you willing to write the real story? Black newspapers are doing great," he says. "I would love to break the perception that the black press has one foot in the grave and the other on a banana peel."

Black papers, Smikle says, are closer to their readers than their general market counterparts. While the metros stumble in trying to attract young adults, he argues, black papers consistently deliver a niche that no one else has figured out: "The older black audience with a whole lot of dough, a whole lot of ownership of automobiles, a lot of ownership of homes." While African-American publishers themselves have a tendency to cry poor,

Smikle says, "Even the [papers] that are ragged are making money."

Uphill battle

Still, African-American papers struggled to get where they are today. America's first black-owned paper was *Freedom's Journal*, founded in 1827 by New Yorkers John B. Russwurm and the Rev. Samuel E. Cornish. Ignored by the powerful dailies of their time, black communities spawned their own feisty newspaper competition.

Fighting slavery, and then segregation, black papers were an integral part of eventual triumph of civil rights. But the great victory brought the black press serious losses as well. Their journalists were lured away to mainstream papers or refused to consider working for the black press at all. Their most affluent readers moved to the suburbs, and black papers at first did not follow them. Some even argued that the black press had lost its reason to be.

Charles A. Simmons, who wrote the 1998 book *The African American Press*, says he ended the history in 1965 because that marks the end of the last unifying struggle. "I think the black press as we once knew it is dead," he says. "Maybe not totally. It could be like a volcano that will explode. But the mindset is different. You don't have a black press, you have black people who own newspapers like



St. Louis American publisher Donald M. Suggs



any other business."

But the black press had to be mainstreamed, many of its editors and publishers contend. *St. Louis American* Publisher Donald M. Suggs recalls when he first came to the paper, "It was printing probably 4,000 to 6,000 copies and the ownership was claiming 10,000." Household penetration was pitiful, but advertisers didn't much care at first because they were buying goodwill more than results.

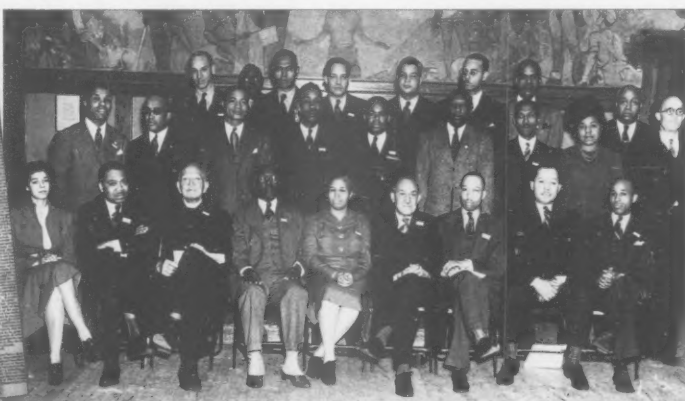
Then, Suggs says, advertisers began to care a lot about circulation and results.

The paper began its turnaround after he had a conversation back in the 1980s with Ben Bradlee, editor of *The Washington Post*.

"He told me that the key to a community newspaper was mastering distribution," Suggs says. The *American* transformed itself into a free paper. Now it drops 68,500 copies in a market with about 150,000 African-American households. The audited pickup rate is upwards of 97%, and the paper has won advertising schedules from Target, Walgreens, Home Depot — even notoriously newspaper-phobic Wal-Mart.

'Defender' gets down to business

Robert Sengstacke Abbott created the *Chicago Defender* at his kitchen table on May 5, 1905 out of a combination of his passion for the black self-reliance preached by Booker T. Washington and a business acumen that led him to copy the strategy of the sensationalist Hearst penny press. When



The inaugural issue of *Freedom's Journal*, America's first black-owned paper. The first meeting of the Negro (now National) Newspaper Publisher's Association was held on Feb. 29, 1940 in Chicago.

Real Times took over, it bought a paper that wasn't doing either business or passion very well.

The bookkeeping, at the dawn of the 21st century, was mostly kept in, well, books. Circulation had become so localized that the *Defender* wasn't really serving all of the black neighborhoods in the city of Chicago, let alone the black-majority suburbs. And focus groups conducted last May, President and CEO Clarence Nixon revealed at Martin's welcome reception, showed Chicagoans weren't feeling much passion about the historic tabloid: They complained the content was irrelevant and substandard. The whole paper, they said, was disconnected from the black community.

Nixon and Martin say they will reforge that connection with a new combination of professionalized business and revitalized activism. "We have to operate and think and come to market differently," declares Nixon, a former Chrysler Corp. executive. "We have to look at it as a busi-



ness, and what we will be is a low-cost producer, but with very high quality." And in a post-Civil Rights era, the *Defender's* brand of activism will revolve around issues such as health care and education, Martin declares. In the weeks before the presidential election, the front page carried daily reminders about registering to vote and getting to the polls.

Martin compares the *Defender* to many other mainstream media companies that overcame hard patches in their business. CEO Nixon makes a business comparison. The paper, he says, is like Chrysler, which was revived in the 1980s partly by restructuring its design and marketing teams.

The outsize ambitions reflect the task in Chicago and the rest of the Real Times papers. "They are trying to develop a system not just for one paper, but for five," says Smikle. "And because the *Defender*

has the most potential, they want to make that the prototype."

Professionals now working at mainstream papers can be attracted to the black press just as he was, says Angelo Henderson. "We've done the mainstream newspaper thing," he says. "We enjoyed it, we learned from it, we succeeded — and now we're on to other challenges." He knows who he wants to recruit: The "overlooked and frustrated" journalists who are on big papers getting little assignments. "If you're feeling stuck," he says, "we can offer you the opportunity to cover the big stories, or show you a way into management."

Much of Henderson's time these days is spent looking ahead to the *Defender's* centennial in 2005. There are extensive plans for event marketing and editorial products centered on the paper Robert Sengstacke Abbott created for what he once called "the little man who digs ditches in the street." One hundred years later, the target audience has changed. "Every industry has to listen to its customer base," Real Times CEO Nixon says. "The challenge of the black press is to continue to establish its relevance to black people." ■

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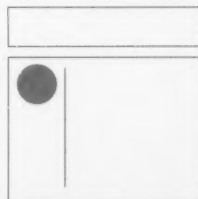
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- WIFAG evolution 471, Neue Zürcher Zeitung, Fall 2004

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The BIG Payout

Cash or credit? Companies hit by circulation scandals take different paths to advertisers in 'making good.' But are they doing enough?

BY JENNIFER SABA

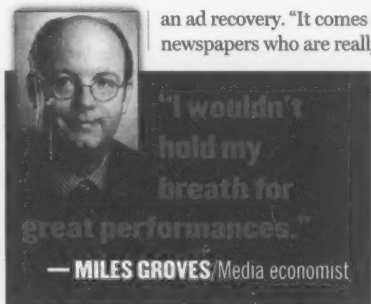
DREW CAMPBELL, PRESIDENT OF THE NEW CAR DEALERS Association of Metropolitan Dallas, is the kind of guy newspapers want to keep happy. His organization represents 190 dealerships throughout the Dallas area and he estimates that his consortia is the "number-one or number-two" top local advertiser in *The Dallas Morning News*.

Campbell is also an astute observer of the newspaper industry at large, keeping an eagle's eye on trends and any turn of events. So when *Newsday* in Melville, N.Y., announced in June that it had a huge circulation problem on its hands, that piece of information caught his attention immediately.

He didn't suspect that the same kind of trouble could roll into Dallas — but Campbell was very much aware of what was going on,

having followed the lawsuits that spawned *Newsday's* investigation in the first place. On Aug. 5, the day Belo announced that a circulation scandal had hit its flagship paper in Dallas, Campbell quickly got on the phone with *Morning News's* Publisher Jim Moroney and had a meeting with him within that week, he says.

Campbell is not unlike numerous other advertisers across the country that newspaper executives have to deal with since the circulation overstatements started spreading. The timing couldn't have been worse for an industry that is already flip-flopping through



an ad recovery. "It comes at a bad time for newspapers who are really out there promoting themselves as a successful alternative," says Patrick Quinn, president of PQ Media, a media research company in Stamford, Conn. "Then something like this happens,

and it pulls the rug out from the industry."

Though it was uncertain how these papers got into such a mess, as each company slowly reveals what they find in internal investigations, one thing is clear: Advertisers demand restitution. And the faster the

compensation — cash would be nice, but make-goods OK — the better for everyone.

And what about the fallout in ad rates? Many analysts have been sounding louder alarms regarding 2005 negotiations. Merrill Lynch released a note as *ENR* went to press that states, "Our sense is that investor interest in the newspaper group is waning. There remains legitimate concern that advertisers with annual contracts will use the recent circulation debacles against the industry during negotiations and, of course, there remains concern that there are more circulation disclosures to be made."

Media economist Miles Groves says that while he doesn't expect declines in ad rates to match decreases in circulation, he'd bet that advertisers are going to push for that: "I wouldn't hold my breath for great performance in [Dallas and New York] in the short term."

Three strategies

From the start, the three companies hit hardest — Tribune, Belo, and Hollinger — contemplated taking millions of dollars worth of pre-tax charges to set aside toward make-goods. The similarities end there. How each company is currently handling advertisers is a study in contrasts.

BELO: Since early August, executives have been working fast and furious to address the situation. At that time, they set aside \$23 million and by mid-month the company announced it was going to scratch out about 19,000 checks to advertisers that bought the Sunday paper, equal to 10% of their total Sunday advertising expenditures from August 2003 through July 2004. This was an



TOP 25 ADVERTISERS IN 'NEWSDAY'

| Company | Jan.-Aug 2004 | 2003 | 2002 |
|-----------------------------------|---------------|--------------|--------------|
| Honda Motor Co. Loc. Dir. | \$18,226,400 | \$17,216,000 | \$10,851,900 |
| Toyota Motor Corp. Loc. Dir. | \$13,356,600 | \$16,586,100 | \$16,314,600 |
| Nissan Motor Co. Loc. Dir. | \$13,287,700 | \$16,382,200 | \$13,200,900 |
| General Motors Corp. Loc. Dir. | \$13,240,000 | \$13,339,800 | \$11,275,700 |
| Hyundai Corp. Loc. Dir. | \$13,124,400 | \$13,661,400 | \$11,834,900 |
| Federated Dept. Stores | \$11,502,500 | \$17,455,300 | \$18,087,500 |
| Time Warner | \$9,700,500 | \$10,727,900 | \$8,613,700 |
| Verizon Communications | \$8,496,200 | \$9,737,600 | \$6,990,600 |
| ILife.com | \$7,033,900 | \$6,434,300 | \$5,595,000 |
| PC Richard & Son | \$6,458,000 | \$11,418,200 | \$12,264,300 |
| DaimlerChrysler AG Loc. Dir. | \$6,220,700 | \$8,497,300 | \$6,760,400 |
| Ford Motor Co. Dir. Assn. | \$6,119,900 | \$5,911,900 | \$3,103,900 |
| Sprint Corp. | \$5,575,700 | \$6,551,000 | \$4,872,100 |
| AT&T Wireless Service | \$5,495,400 | \$7,680,200 | \$7,608,900 |
| Target Corp. | \$5,375,500 | \$7,033,400 | \$5,611,000 |
| Ford Motor Co. Loc. Dir. | \$5,170,100 | \$6,419,000 | \$4,928,800 |
| General Motors Corp. Dir. Assn. | \$4,809,300 | \$5,322,700 | \$2,490,100 |
| Sleepy's | \$4,491,800 | \$5,459,700 | \$3,210,700 |
| Best Buy Co. | \$4,478,500 | \$8,083,200 | \$7,730,700 |
| J.C. Penney Co. Inc. | \$4,377,600 | \$6,227,300 | \$6,225,000 |
| General Motors Corp. | \$3,666,800 | \$843,800 | \$2,471,900 |
| SBC Communications | \$3,643,500 | \$4,202,200 | \$2,304,300 |
| Walt Disney Co. | \$3,294,000 | \$5,666,300 | \$5,135,900 |
| Mitsubishi Motors Corp. Loc. Dir. | \$3,106,000 | \$1,320,000 | \$936,400 |
| Kohls Corp. | \$3,087,700 | \$3,878,400 | \$3,780,200 |

Source: TNS Media Intelligence/CMR

extra on top of a "credit bank" for future advertising that equaled 5% of total advertising expenditures for the same time period.

According to TNS Media Intelligence/CMR, the top 50 advertisers in the *Morning News* spent roughly \$233 million for the months of January through August 2004; that same group of advertisers spent \$330 million in all of 2003.

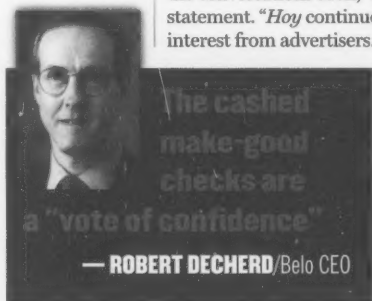
By the end of September, Belo Chairman, President, and CEO Robert Decherd told a group of analysts and journalists that all 19,000 checks had been mailed or hand-delivered between Aug. 20 and Aug. 30 and that 74% of the checks had cleared, representing 63% of the dollars (or \$19.6 million). This figure did not include the 900 checks that had been returned as "undeliverable." If those checks were included in the count, nearly 4,000 remained at large. Approximately \$600,000 worth of advertising has been published under the 5% credit bank.

Belo did not attach any waivers to the checks that might have prevented future actions against company. Advertisers did not request the money, it was just sent, and they were free to do with it as they wished. Decherd said that "in two instances advertis-

ers returned their checks ... and in one case, asked that the check be donated to *Dallas Morning News* charities."

TRIBUNE: A different strategy unfolded at the Tribune Co. First, it put a range of \$80 to \$95 million in its coffers to address make-goods for both *Newsday* and *Hoy*. On Sept. 13, *Newsday* sent out more than 40,000 letters to advertisers extending settlement agreements, a few days after the company announced deeper circ problems.

ESP obtained one of the letters sent to advertisers. In this particular agreement, *Newsday* said it would apply an unconditional credit or cash of \$3,387.00, representing 5.15% of the advertiser's total spending from Jan. 1, 2002 through March 31, 2004. In addition, the paper offered another unconditional credit equal to 5.15% of "total in-paper, net advertising" spent during April 1, 2004 to Sept. 30, 2004 which would show



up on an October statement.

There is a catch: The advertiser must waive any rights to sue *Newsday*. The paper is currently facing two massive advertiser lawsuits, one from a group of auto dealers suing for \$125 million and the other from a group of 10 Long Island advertisers to the tune of \$100 million.

In early October, *Newsday* Publisher Tim Knight said only three out of 10 of his newspaper's largest advertisers had agreed to the settlement terms. According to TNS Media Intelligence/CMR, the 10 largest advertisers in *Newsday* from January through August 2004 collectively spent roughly \$114 million in that time period.

When asked if 30% was considered a low acceptance rate, *Newsday* spokesman Stu Vincent said, "These are complicated negotiations that often require multiple communications within each company, as well as approval by their legal departments."

In addition to the three largest advertisers, Knight also reported that 13,500 others "accepted, signed, and returned our resolution settlements." He went on to say in the letter that the resolutions are "proceeding ahead of expectations."

Tribune's other New York area paper, *Hoy*, has just begun to address the issue. Some of the advertisers that *Newsday* is dealing with cross-over with *Hoy*, confirms Tribune spokesman Gary Weitman.

Interim *Hoy* Publisher Digby Solomon Diez is working through the process of contacting advertisers. "So far the reaction is good and we look forward to concluding the conversations soon," says Solomon in a statement. "*Hoy* continues to receive new interest from advertisers. Several existing national customers have extended their contracts with *Hoy*'s New York edition; and we've secured new commitments from local New York advertisers, also."

HOLLINGER: The *Chicago Sun-Times* might have been the first paper to come forward with problems, but it's the last to formally approach advertisers. Hollinger International did announce it was taking a \$27-million charge towards compensation.

Out of all three papers, the *Sun-Times* is expected to feel the brunt of the circulation scandals, says Leo Kivijarv, vice president and research director at PQ Media, mostly because the paper is also dealing with the

alleged wrongdoings of its former top executives. (Calls to the *Sun-Times* were not returned by press time.)

Cash or credit?

ESP contacted at least 25 advertisers and media firms throughout the country, from big players like Verizon Communications to local accounts like Freeds Furniture in Dallas and Prudential Douglas Elliman Real Estate in Long Island. Many chose not to respond.

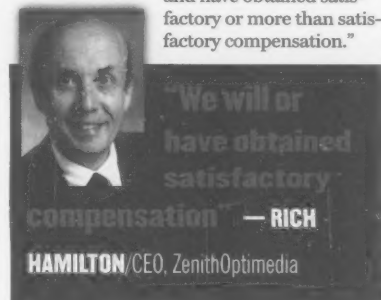
One furniture advertiser in the *Morning News* who asked not to be named confirmed that he received a check from Dallas, but declined to comment further because "we're just starting a relationship with them."

Kevin Burns, director of operations and clinical services at Carter Eye Center in Dallas, who also advertises in the *Morning News*, said he wasn't even aware of what was going on with the paper and acknowledged he had not received a check or letter from Belo — nor was he aware if his advertising agency (which he declined to name) that handles his account received compensation.

ZenithOptimedia Services, a New York media service firm that claims Verizon, BMW, General Mills, and United Airlines

as clients, is cautious when responding to inquiries over the response of *Newsday* and the *Morning News*. "That becomes a matter between ourselves and our clients and the newspapers," CEO Rich Hamilton says.

"These are strong newspapers in their markets and I want to state in general, we will and have obtained satisfactory or more than satisfactory compensation."



Hamilton further adds that so far, the process of sorting out make-goods and receiving an explanation that circulation shenanigans won't happen again have been "fine." He wouldn't comment if the problems of the summer would affect future negotiations. "I would express the hope that the partnerships will continue," he says.

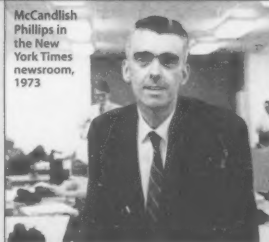
Make-goods are a common form of advertising compensation. It's not unusual, for example, for a television advertiser to receive a credit or cash towards a spot if a show didn't reach the agreed-upon rating. When this happens with newspapers, make-goods are usually in the form of credit going forward or additional space. "Given a choice between credit or cash is obviously a strategic business decision," says Jon Swallen, vice president of research at TNS Media Intelligence/CMR in New York.

PQ Media's Kivijarvi says that both the *Morning News* and *Newsday* are better positioned to deal with cash make-goods, because both papers' parent companies own television stations. Hollinger, however, will have a harder go of it, simply because it's strictly a print-media company, he says.

Unsolicited cash is surely one way to smooth the road to future deals. The furniture advertiser in the *Morning News* who did not wish to be named says, "Was I surprised by the return of money? I'm happy."

Campbell says those in The New Car Dealers Association were also pleased: "Anytime you get a check in the mail you're happy — particularly with no strings attached to it. They gave us a letter. It's a good-faith effort.

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... They're working real hard to maintain this relationship. In terms of the dealers, we're still going to have a newspaper in this town, and we're going to advertise in this newspaper."

No one that *ESP* spoke to would reveal the amount or percentage of the checks or settlement offers made. Campbell says that among his dealers, the sum depended on how much and how often the dealer advertised with the paper. *Newsday's* Vincent explains that the settlement offers varied across advertisers as well.

Though the *Morning News* sent checks with no restrictions, there's still concern among analysts and investors that those remaining 4,000 checks — and even those advertisers that accepted them — might signal unrest in the advertising community. Steven Barlow, an analyst with Prudential Securities, raised the question during the recent Belo conference call. Dechard brushed off any worries, saying that the company views the checks that have been cashed as a "very positive sign" and a "vote of confidence" from advertisers.

Like *Newsday*, Belo is embroiled in class-action lawsuits. Unlike the situation *Newsday* faces, these have been filed by shareholders, not advertisers. Doling out checks and make-goods doesn't safeguard the company against any future litigation. Campbell for his part is watching the class-action suits against *Newsday*. "This is Dallas, Texas, and we do business differently here. It's a real friendly atmosphere."

He later added: "At this point there's no legal action hanging out there. At this point."

Hope for the future?

It's too early to tell what the circulation flaps' long-term effects will be on the newspapers involved, as well as the impact they will have on the industry in terms of advertising revenue.

During the conference call, William

TOP 25 ADVERTISERS IN 'THE DALLAS MORNING NEWS'

| Company | Jan.-Aug. 2004 | 2003 | 2002 |
|---------------------------------|----------------|--------------|--------------|
| DaimlerChrysler Dir. Assn. | \$12,814,100 | \$33,951,600 | \$23,914,200 |
| Fry's Electronics | \$11,896,800 | \$14,794,800 | \$13,683,100 |
| Ford Motor Co. Loc. Dir. | \$11,755,700 | \$18,598,100 | \$21,486,400 |
| May Department Stores Co. | \$10,997,100 | \$21,366,400 | \$21,889,500 |
| Verizon Communications | \$9,879,900 | \$9,065,500 | \$8,763,800 |
| General Motors Corp. Loc. Dir. | \$9,157,700 | \$13,831,300 | \$17,948,100 |
| Rooms to Go | \$7,998,100 | \$8,080,300 | \$6,903,900 |
| General Motors Corp. | \$7,719,200 | \$5,253,000 | \$3,972,400 |
| SBC Communications | \$7,546,600 | \$10,387,000 | \$9,894,000 |
| Dillard | \$7,266,800 | \$14,335,400 | \$18,320,400 |
| J.C. Penney Co. Inc. | \$7,151,400 | \$16,909,700 | \$14,493,000 |
| General Motors Corp. Dir. Assn. | \$6,819,900 | \$3,511,700 | \$4,721,400 |
| Sports Authority | \$6,773,300 | \$9,776,600 | \$11,436,300 |
| Sprint Corp. | \$6,007,700 | \$10,421,300 | \$5,954,600 |
| Comcast Corp. | \$5,841,400 | \$1,610,800 | \$650,700 |
| DaimlerChrysler AG Loc. Dir. | \$5,835,700 | \$11,317,700 | \$18,596,300 |
| AT&T Wireless | \$5,713,100 | \$11,770,500 | \$9,344,500 |
| Sears Roebuck & Co. | \$4,818,300 | \$3,516,200 | \$10,577,800 |
| Toyota Motor Corp. Loc. Dir. | \$4,477,100 | \$5,837,200 | \$6,525,200 |
| City of Dallas | \$4,139,000 | \$5,823,800 | \$5,994,500 |
| Nissan Motor Co. Loc. Dir. | \$4,038,900 | \$6,937,200 | \$8,544,800 |
| Kohls Corp. | \$3,937,900 | \$3,117,300 | \$11,564,600 |
| Best Buy Co. | \$3,717,700 | \$6,929,000 | \$8,139,100 |
| Target Corp. | \$3,629,600 | \$6,479,100 | \$5,967,600 |
| Pep Boys Manny Moe & Jack | \$3,219,200 | \$372,300 | \$257,100 |

Source: TNS Media Intelligence/CMR

Drewry, the newspaper analyst from Credit Suisse First Boston, asked Belo's Dechard about the potential 2005 growth rate in ad revenue in Dallas. "It's clear to us now that it's going to be a little bit longer before the market is growing at the rates we want it to grow," Dechard replied later, adding that rate reductions were not in the plan.

Indeed, Belo announced on Sept. 29 that it was going to shed 250 jobs mostly from the *Morning News*, due mainly to

four years of stagnant growth. Publisher Moroney and Dechard both insist that the cuts would have happened regardless of the circulation crisis.

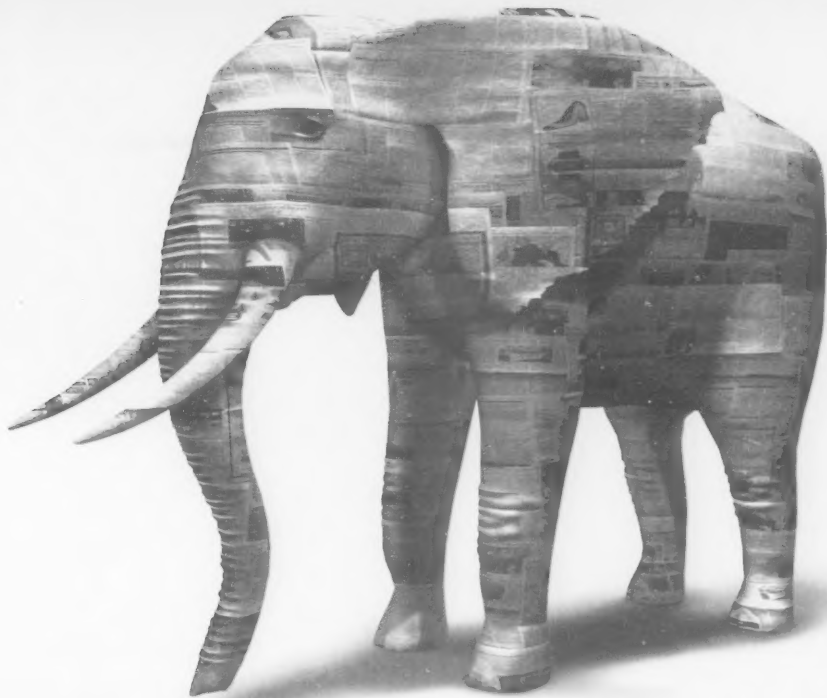
Meanwhile, *Newsday* has to deal with hard-hit circulation numbers—about 16% lower — while fending off lawsuits. Publisher Knight even took the unusual step of instituting a rate-base guarantee — a practice common with magazines but virtually unheard of with newspapers. If *Newsday* doesn't make its rate base, it forces them to pay back cash or credit for the amount it didn't reach.

The real fallout, however, is that circulation in general is dropping. And while it's a slow-moving trend, more and more advertisers are growing weary.

"It's interesting for me to watch an industry through transition," Campbell of the New Car Dealers Association says. And while he admits to being a newspaper enthusiast, he thinks about the future of newspapers in ways that go beyond rate-card increases or circulation flaps: "Going forward, dealers are going to have to adjust their advertising strategy." ■

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Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1% or more of total amount of bonds, mortgages or other securities (if there are none, so state). None. 12. Publication Title: Editor & Publisher. 14. Issue Date of Circulation Data Below: September, 2004. 15. Extent and Nature of Circulation: A. Total No. of Copies (net press run) - average no. copies each issue during preceding 12 months: 14,435. actual no. of copies of single issue published nearest to filing date: 17,019. B. Paid and/or requested circulation: 1. Paid/Requested Outside-County Mail Subscriptions Stated on Form 3541, (include advertiser's proof and exchange copies): average no. copies each issue during preceding 12 months: 12,214. actual no. of copies of single issue published nearest to filing date: 13,572. 2. Paid In-County Subscription (Include Advertisers' Proof and Exchange Copies): average no. copies each issue during preceding 12 months: 0. actual no. of copies of single issue published nearest to filing date: 0. 3. Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution: average no. copies each issue during preceding 12 months: 739. actual no. of copies of single issue published nearest to filing date: 686. 4. Other Classes Mailed Through the USPS: average no. copies each issue during preceding 12 months: 0. actual no. of copies of single issue published nearest to filing date: 0. C. Total paid and/or requested circulation (sum of 15B (1) (2) (3) and (4)): average no. copies each issue during preceding 12 months: 12,953. actual no. of copies of single issue published nearest to filing date: 14,258. D. Free distribution (include complimentary and other free copies): 1. Outside-County as Stated on Form 3541: average no. copies each issue during preceding 12 months: 662. actual no. of copies of single issue published nearest to filing date: 1,072. 2. In-County as Stated on Form 3541: average no. copies each issue during preceding 12 months: 0. actual no. of copies of single issue published nearest to filing date: 0. 3. Other Classes Mailed Through the USPS: average no. copies each issue during preceding 12 months: 0. actual no. of copies of single issue published nearest to filing date: 0. E. Free Distribution Outside the Mail (Carriers or other means): average no. copies each issue during preceding 12 months: 820. actual no. of copies of single issue published nearest to filing date: 1,072. F. Total Free Distribution (sum of 15d and 15e): average no. copies each issue during preceding 12 months: 1,482. actual no. of copies of single issue published nearest to filing date: 2,761. G. Total distribution (sum of 15c and 15f): average no. copies each issue during preceding 12 months: 14,435. actual no. of copies of single issue published nearest to filing date: 17,019. H. Copies not distributed: average no. copies each issue during preceding 12 months: 0. actual no. of copies of single issue published nearest to filing date: 0. I. Total (sum of 15g and 15h): average no. copies each issue during preceding 12 months: 14,435. actual no. of copies of single issue published nearest to filing date: 17,019. J. Percent Paid and/or Requested Circulation (15c/(15c+15f) x 100): average no. copies each issue during preceding 12 months: 89.73%. actual no. of copies of single issue published nearest to filing date: 83.78%. 16. This statement of ownership will be printed in the November, 2004 issue of this publication. 17. Signature and title of editor, publisher, business manager, or owner: Charles McKelown, Editor. Date: September 17, 2004. 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Baton Rouge daily's business offices, newsroom move in May; production and distribution move in 2006

CAPITAL CITY'S

CAPITAL PROJECTS

Reviewing floorplans for *The Advocate*, from left: Technology Director Richard Shurley, Publisher Douglas Manship Jr., and Operations Director Kirk Fisher

BY JIM ROSENBERG

THREE YEARS AFTER BUYING THE *STATE-TIMES* AND CO-founding Capital City Press in Baton Rouge, La., in 1909, journalist Charles P. Manship bought out his partner and moved his operations to larger, more attractive quarters. Then, in 1953, a few years after his son Charles took over as publisher, the growing business moved to its then-new and larger current site in that city.

Two years later, Charles' brother, Douglas, established WBRZ-TV, just as their father had moved into radio in its early years. After Douglas took over as newspaper publisher, he moved the company's production and distribution, in 1982, to a separate and new, \$25-million plant with double the press capacity, mechanical inserting and bundling, and computerized circulation.

The Manship family's third generation

follows the same pattern of growth — both in the breadth of its businesses and the size of its facilities, even as changing markets and media models led to consolidation and convergence.

The *State-Times* ended publication in 1991, but *The Advocate* — a name used by three other dailies variously associated with the *State-Times* over the years — survives.

Charles Manship Sr. launched the current newspaper as the *Morning Advocate* in 1925, providing more regional reach than the city-centric *State-Times*.

In 1996, Douglas L. Manship Jr. was appointed Capital City Press' new media director, after having led development of the online edition of the *Advocate*. As the century was ending, he was named *Advocate* publisher.

Last spring, Manship consolidated the Web sites of the 96,265-circulation (121,447 Sunday) *Advocate* and WBRZ-TV News. Next spring, the resulting new media/online department and the information technology staff will have a floor to themselves in a new *Advocate* headquarters.

Approximately 7½ miles by highway from the current downtown building, that location is less than a quarter of a mile from the current Bluebonnet Boulevard production plant — “literally across the railroad track from one another,” says Manship.



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About a year later, production and distribution get their own new home at a site management hopes to select by year's end.

Space, savings, and revenue

When management originally considered a new building, says Operations Director Kirk Fisher, it thought only about a future production plant. But, he says, "it became quickly apparent that we needed an administrative facility as well."

For various reasons, including the presence of asbestos, the paper's twice-expanded downtown offices cannot easily be upgraded or expanded, Fisher says. "We simply ran out of space," adds Manship.

The plant's red and blue presses mix old Goss Mark I and II letterpress equipment (12 units moved from the old downtown pressroom, and 12 more that were added), as well Crabtree Vickers Civilox keyless

incentive for more aggressive sales, he says they have just completed the transition from mostly salary-based pay to mostly commission. "We've seen a lot of rewards for those efforts" in new revenue, he adds.

The paper also hired more sales reps and pursues advertising from more small businesses — sales to which are up 3% to 4% from last year, Fisher reports. "That's really where the growth in advertising has to come from," says Manship, who thinks such businesses "will benefit immeasurably from spending some of those dollars in the newspaper" rather than on radio or television.

The new plant is expected to yield additional savings and income through a reduction to a 50-inch newsprint web and the availability of color, respectively. Though Manship expressed satisfaction with the letterpress work the crew is able to deliver, a new offset press should enable production

ability to make and act on decisions quickly.

McCluer plunged into a feasibility study in light of product plans for the "foreseeable future" and working up information to determine a return on investment. Ready in just over three months, it defined "what their capital project would look like." Further analysis sought to justify the project based on optimizing the current operation, according to McCluer Vice President Don Mills. Product planning, he says, explored ways to enhance various attributes of the paper and increase revenues "if the constraints of the current system were undone." That effort was followed by a look at the entire undertaking, including a new plant, in order to develop a business plan and the options needed to achieve it.

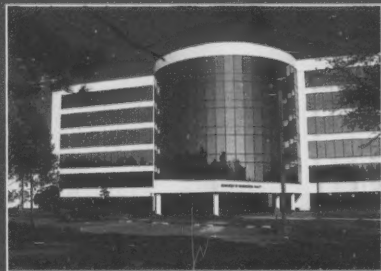
Rejecting department-only assessments in favor of looking at an entire production system and its interdependencies to im-



19th-century structure housed *State-Times* when Charles Manship Sr. bought it in '09.



Two blocks away, Capital City Press built its current home in 1953. Production moved in 1982.



The Advocate's business and editorial operations will move into this 1982 building next spring.

conversion units. All that and some old inserting equipment, says a consultant to the newspaper, "really doesn't respond well to the market and product needs today."

When Manship announced last fall the possibility of plant and equipment investments ranging from \$40 million to \$65 million, he said the company would first need to see savings and raise revenue. Early retirement offered to employees over the age of 59 was accepted by 12 of about 30 eligible staffers. There were no layoffs. Other than in the pressroom — which may be the only area affected — "we don't have any plans to lay people off," says Manship.

As operations from platemaking through packaging are modernized, fewer staffers will be required. The work of those who depart may be spread among those who remain, says Manship, with "perhaps more cross training," especially in engraving, press and plant maintenance.

On the revenue side, "we were very much a reactive sales force for many, many years," Fisher acknowledges. Aiming to create

of color in sufficient quality and quantity. (The company already runs offset at its commercial printing business.)

Two projects, two timetables

Recognizing a need for new facilities and equipment is one thing. Figuring it all out is another. Construction and production requirements change substantially over decades, and major projects are once-in-a-lifetime events for independent newspapers, with the result that the *Advocate* had no institutional knowledge to draw on, says Fisher. For that reason, he continues, "it is such a blessing to work with these guys."

He's referring to McCluer Corp. consultants — not all of them guys. After talking to representatives of several design and consulting firms at Nexpo 2003, *Advocate* managers visited McCluer offices and customer sites. They were determined to find the right partner because, as Fisher notes, the company hasn't the resources of a large newspaper group. At the same time, however, he points to family-owned firms'

prove overall performance and balance work flow, McCluer examined *Advocate* operations from pagination through distribution. Getting the paper to readers sooner "was a key goal," says Mills.

McCluer outlined expected revenues and expenses the project would incur. "Having the revenue in the product plan formed the backbone of the project," Mills says. Contributing to the business case were waste and labor reduction and the ability to employ flexible solutions.

Last February, McCluer presented its feasibility study (the business case for the projects) and "End-to-End" study (for removing time and money from operations). At that point, the relationship between McCluer and the newspaper "expanded significantly," says Mills, explaining that his group helped structure the process for the paper and helped establish "clear expectations."

The design work went to McCluer for a traditional design-bid-build project, rather than a design-build arrangement in which the architectural firm is responsible for all



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work. Discussing the soft years since 2000, McClier Senior Vice President Rick Rogers remarks that "it's pretty normal when revenues are down [that newspapers] focus on present operations rather than bricks and sticks." So McClier's acquisition of design-Alliance a few years ago brought it a consulting business that's not only "going great guns," but which also feeds projects to the design and construction side of its business — just as happened at the *Advocate*.

For the plant, McClier aided in site selection and equipment evaluation. Most often, says Mills, press selection is critical to plant design. Six weeks of programming quantifies the space needed for people and equipment, something only estimated in feasibility studies. This becomes the basis for the actual design and enables a rational final decision on a site.

The *Advocate* has chosen the kind of press it will install, and expects to name a vendor this month. "The design process is under way," says Mills. *Advocate* executives are very close to selecting a site, preparation of which is planned to begin in February for a spring groundbreaking.

Decisions made last winter put the administrative facility's project onto a faster

track, and McClier and the *Advocate* are far into its design.

Classroom to newsroom

In February, the *Advocate* looked at three options: expand and improve existing operations, build a greenfield plant only, or relocate plant and offices at a new site. In the end, however, management looked for separate new sites, "decoupling" the administration and production projects, says Mills, because they found it more prudent not to upgrade and maintain existing quarters, only to relocate them two years later after a new production plant was operating. It made financial sense to move sooner, creating a separate project on its own schedule.

The *Advocate* will lease and improve a building to accommodate administrative, sales and newsroom operations. Move-in is targeted for next May. Designed more than 20 years ago for Bible college classrooms on the Jimmy Swaggart Ministries campus, the six-story building never held classes. Until last year it was instead leased to the state's Department of Environmental Quality.

There, local engineering and construction firms will execute McClier's design, and the paper will move into a 125,000-square-foot

structure, "most or all of which is extremely functional," says Fisher. It's also "more amenable to an open floor plan," adds Richard Shurley, *Advocate* technology director and projects director for the new facilities. What's more, the paper will have 1½ floors to expand into, says Manship.

"The new building is basically stretched out in one big line" in wings off a circular center, says the publisher. Its classroom design never called for many offices, and those the state agency put in will be removed. "We're going to take it back, and in fact make it more open," Manship says.

On a "very parklike" site, with benches, trees and "extensive landscaping," the building also has more windows than the current location. While Manship thinks it "is a great improvement for people to see the outside," he adds, "They won't see the [Mississippi] River — that's the bad thing."

The interior's design will respond to results of several interactive "Workplace of the Future" workshops conducted with *Advocate* managers. The two-hour sessions with six or fewer participants extract information on work methods that is used to design appropriate workplace layouts and functionality. The object, says Mills, is to try

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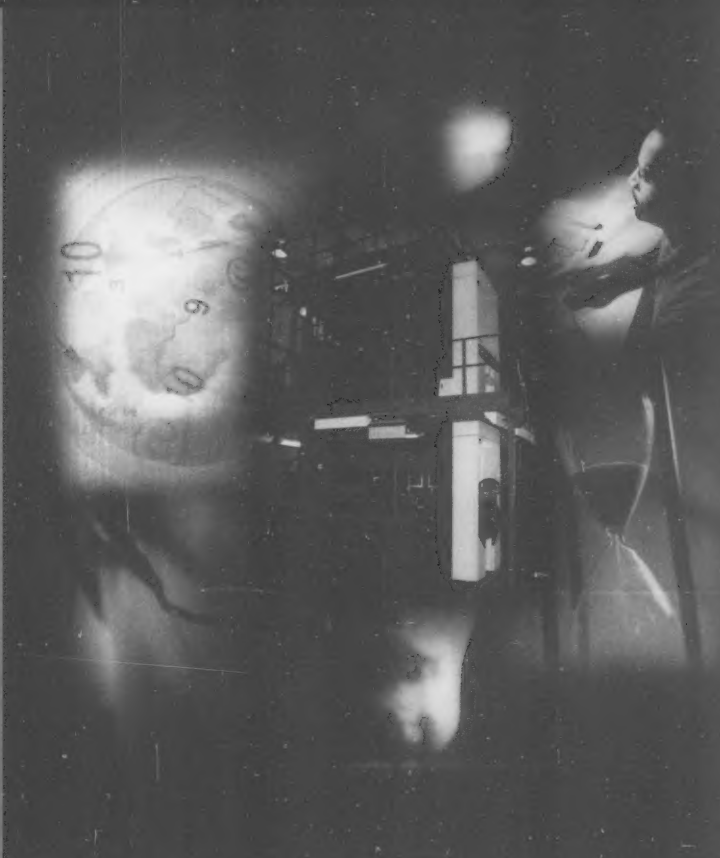


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to "advance the business" rather than replicate existing procedures in a new building.

In the wired workplace, he says, furniture "almost becomes an extension of the building." That workplace, he adds, should be able to adapt to whatever workflow changes occur over time.

Among other things, says Mills, the project is "a great opportunity" to put news and features back onto the same floor. Fisher says that in addition to better interaction between the newsroom and Web staffs, television cameras in the newsroom will permit (not require) on-air staff interviews. "We're taking the necessary steps to further our convergence efforts," he says, emphasizing that while print and broadcast will not be physically or organizationally combined, the outlets will be able to better cooperate through a "converged platform." The recently combined *Advocate* and WBRZ News Web operations will be based at the new facility, although the station will keep a Web director on site, according to Fisher.

For programming and assessing space and adjacency needs, McClier Vice President and Director of Workplace Strategies Valorie Hargett joined the project in early May, while *Advocate* managers were in the

due-diligence process for the classroom building. High-level test-fits of the building followed, which led to its approval and to more detailed programming.

Designing the future

Last month, Hargett was in the midst of the design process, which began with the "Workplace of the Future" sessions to ensure



Valorie Hargett, McClier VP, director of workplace strategies

that a design supports business goals. Held over three days, the first were with executives to discuss strategic directions, business drivers and organizational strategy. Departmental talks with managers followed.

The resulting understanding of the building and the business "culminates in a program that is the basis for the space planning and design," says Hargett. The actual layout follows, creating "a reflection of the workflow and culture" of the organization. Examples Hargett cites are the advertising department's cross-functional structure and the technology department's more independ-

ent and linear functionality.

From a "main street" down the length of the building, "side streets" reach all departments, as well as common areas where people from different departments will cross paths. "The *Advocate* is very open in its culture and very team oriented," says Hargett. "The space is designed to support that."

In addition to offices, cubicles, meeting rooms and open areas, spaces include: small, conference-type project rooms designed and equipped for a group's longer-term use; huddle spaces, with chairs clustered for more informal, quick discussions; and a large multipurpose room which serves as the main break room, a training location, and auditorium.

Work has progressed to the detailed level of the look and feel of all components: ceiling design, flooring pattern, wall covers, furniture, and fabrics, according to Hargett.

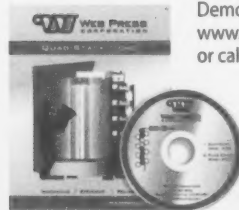
One of many goals, she says, was "to create an environment where that converged [new-media] group could function well." The layout supports quick collaboration for the "very team-oriented group." A large flat-screen "media wall" monitor gives its Web site, www.2theadvocate.com, or any other desired computer display area-wide visibility.

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Although the new-media staff will have its own space, plans call for "touch-down stations" in the newsroom and advertising department, where Web staffers can regularly check in or meet with downstairs colleagues.

A quick tour of the building next spring may go something like this:

The main entrance gives onto a circular lobby featuring a one-stop customer-service desk for taking walk-in classified ads and announcements, handling subscription and delivery issues, and selling anything from coffee mugs to back issues and photo reprints.

Interview rooms suitable for hiring, selling, even newsgathering are just off the lobby. "Part of that is a sort of soft security that we're designing into the building," says Hargett. The idea is to put distance between busy departments farther inside the building and a potentially harmful or disruptive person from the outside, without giving visitors any sense of barriers. The site's security staff, says Hargett, will be "located at the lobby, but in a way that they are not obvious," using discreet windows and video cameras.

Where the lobby extends into the "main street," a museumlike area contains objects — perhaps a Linotype machine — and pages and photos from the newspaper's history. Off the main corridor are the multipurpose room, shipping and receiving, the credit office, educational services, human resources, and marketing. Retail and classified advertising, along with the supporting creative group, occupy the second floor. Above are the finance and circulation departments, the boardroom, and offices for the publisher, operations director and technology director. The newsroom is on the fourth floor and new media/online and information technology will share half of the fifth floor.

The newsroom runs a DewarView editori-

al system, the developer of which sold his firm to a former owner of Atex, which itself eventually passed into other ownership. Similarly, the supplier of the classified ad department's CompuClass system became part of a larger organization. Both run on platforms from Digital Equipment Corp. (also since acquired), which re-entered the newspaper systems business in the early 1990s by handling CompuText and Dewar installations and some business. For several years, consultant and former DEC employee Rick Marshall has supported those *Advocate* systems.

"We're looking at refitting our entire paper," says Fisher, adding that such a costly undertaking will be carried out in stages.

"The systems are scheduled for replacement no matter what we do with the buildings," explains Manship. In the meantime, a conversion of DewarView to Windows XP on the desktop, he adds, may help "keep it alive a little longer."



Todd Heirls, McClier project director

Buy now, build in spring

The existing plant may sit by a railroad track close to the new headquarters site, but it is inadequate for the desired production and distribution. It encloses 120,000 square feet, but "some of that is unusable," says Fisher. Manship calls the new plant's location "a critical decision that will have to be made fairly rapidly." (At *E&P's* deadline, a schematic design review was under way for a plant at one favored location.)

Equipment selection is still in progress, but the *Advocate* has some idea of the

amount of land and steel it can use.

"We know we need roughly a minimum of 13 acres [and] no more than 18 or 20," says Manship, who would consider as much as 25 acres at "a really wonderful" site. "We would prefer to stay, obviously, in the Parish. But we would like to stay in the city ... if at all possible." As for rail delivery of newsprint, the publisher says that "in all likelihood, that will not be possible." Trucking/storage options are being weighed. "I'm coming to the conclusion that the world will not end without a railroad track," Manship says. "Most of the available acreage does not have that."

For its doublewide offset press, Fisher says, "we're looking at 64 cups," — but not configured solely for four-color work.

Press selection ties into process flow, modeling newspaper work so that a plant's form follows its function, says McClier Project Director Todd Heirls. Also important to Capital City Press is the plant's appearance, and the image of the company it conveys. "One of their fundamental concerns is how that building is viewed," says Heirls.

Now "in the latter stages" of equipment selection, says Heirls, the *Advocate* has requested bids from two press makers for a four-page-across, one-page-around (4-by-1) press. "I would like to have a letter of intent signed by early to mid-November," says Manship, who wants to run parallel with the existing plant for up to six weeks. With 18 months needed to build and deliver a press, says Mills, "that puts us right on schedule."

McClier Senior Technical Director Scott Sherrick arranged attendance by Manship, Shurley and Fisher at the huge drupa trade show. Nexpo was a month later, but Mills notes that unlike the quadrennial event in Germany (where suppliers often host visits to their factories), "Nexpo doesn't have a lot

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And in what Manship describes as “a horribly long and exhausting trip around the world,” the production director and pressroom and maintenance supervisors visited 4-by-1 sites in Hawaii (MAN Roland Regioman) and Australia (Goss International Uniliner S) and factories of MAN and Koenig & Bauer AG in Germany and Goss in Nantes, France.

Such “straight-only” presses became candidates during product planning, when “it became clear we didn’t need to preserve the collect capability,” says Fisher. They also use as little as half the number of plates needed by two-around doublewides — a boon to the *Advocate* and others considering digital platesetting, with its costlier plates.

Putting it all together

For freestanding ads, old drum inserters will give way to GMA’s faster SLS-3000 systems. To move bundles, cart and pallet systems are under study. Because lead time for mailroom equipment isn’t as long as for the press, says Manship, his paper is not as far along in specifying post-press systems.

Estimating 75% of *Advocate* copies circulate in a core market in and around East Baton Rouge Parish, Mills says the paper also enjoys “pretty large statewide circulation,” relying on wholesalers to transport copies as far as five to six hours away.

Any zoning now is accomplished by advance runs. Product is staged in the field, “and at that point we would just blast out the main run,” says Fisher.

The *Advocate* now makes two edition changes and, given the market’s growth, is “looking to go to four immediately upon start-up” of the new plant,” says Fisher. When that happens, he continues, the entire distribution network will change.

The paper’s two current distribution centers won’t fill its future needs, which include individual carrier stations for assembly. As many as five more centers are planned, as are possible change to routes, according to Fisher. Although distribution centers will be set up for the core circulation area, says Mills, *Advocate* drivers will drop off wholesalers’ bundles at centers that are convenient for their trucks.

With the new press, says Mills, “the flow of product at the dock will increase to such a rate” that simply having 100 trucks pull up to the dock for papers will no longer work. By going entirely to distribution centers, he adds, the hand-off can be executed in a “more controlled environment.”

“We will do one distribution center and gain a lot of buy-in,” before rolling out the

arrangement in the rest of the market, says Mills. “The owners,” he adds, “would like to phase in the distribution system,” with the aim of opening the last distribution center just as the new plant goes into production.

Mills says McClier worked out specifics of distribution center operations, approval of which is linked to the production plant. Design of the distribution network was undertaken with McClier partner RouteSmart Technologies, supplier of routing simulation software to enable distribution to keep pace with advances in production.

The tools also afford McClier “much better modeling of [its] End-to-End system” for operations analysis, Mill says. While other clients have used RouteSmart to tune up existing networks, he says, “The *Advocate*

is our first real clean-sheet-of-paper exercise” with the technology.



Don Mills, McClier vice president

Last month, McClier and *Advocate* executives were to “review options and arrive at the best approach” to manage construction and

control costs. Exactly how the plant project will be managed when design is done and local partners are ready is “still under discussion,” according to Mills. In general, he says, a local construction firm will lead the project, with McClier providing program management — budget and scheduling responsibilities and acting as the *Advocate*’s point of contact for the project.

With two big overlapping projects in the coming months, Mills says “the newspaper’s going to be under a great deal of organizational pressure,” which will play into how it decides to have the projects managed.

The company’s first generation of leadership carried it through almost 40 years, and the second through almost 50 more. In the way they are designed and equipped, predicts Mills, the new administrative and production facilities together will “create a platform for future growth of the paper well into the century.”

With a long history of local civic involvement, says Mills, the Manships seek “the optimal balance” of community and business investment. Capital City Press has yet to determine the fate of the buildings it owns. With downtown revitalization under way, says Mills, disposition of the current headquarters will no doubt be “for the good of Baton Rouge.” Thirty years younger, the outlying production plant sits on valuable land across from Louisiana’s largest mall. ■

SYNDICATES

TOP FEATURES OF 2004



GOOD WORK IN BAD TIMES

Cartoonists and columnists compellingly covered the carnage in Iraq, the acrimonious presidential race, and non-political topics

BY DAVE ASTOR

IT'S BEEN A MIXED YEAR FOR EDITORIAL CARTOONISTS AND opinion columnists. Political polarization and the bad news streaming out of Iraq may have depressed them, but also inspired provocative commentary.

Our annual review of the year, which follows, cites a number of these commentators. It also singles out less-political features that excelled in 2004.

Pulitzers are the Holy Grail for journalists, and two men syndicated by Tribune Media Services (TMS) won them in April. *The*

Miami Herald's Leonard Pitts Jr. received the commentary prize for his insightful and independent take on international issues, national politics, race, gay rights, ethics, and various other subjects. But the columnist — who runs in about 250 newspapers — is putting a lot of emphasis on foreign topics these days.

"I'm tackling that area more because, in my view, we're in this useless war that has cost the lives of over 1,000 Americans and I don't know how many Iraqis," he told *E&P*.



Leonard Pitts Jr.

The other TMS Pulitzer winner was editorial cartoonist Matt Davies of *The Journal News* in White Plains, N.Y. He's also president of the Association of American Editorial Cartoonists.

"Avoid winning a Pulitzer and taking on the presidency of a professional organization in the same year," joked Davies, who also received the first Herblock Prize in March. "I actually have to schedule slivers of time in which to draw cartoons!"

Davies said the Bush-Kerry race is full of animosity, but does get people more interested in seeing editorial cartoons. Yet, ironically, he added, there are "fewer editorial cartoonists than ever working at dailies."

Other cartoon-Pulitzer finalists were

Steve Sack of the Minneapolis *Star Tribune* and TMS and Garry Trudeau of Universal Press Syndicate.

The "Doonesbury" creator did some of his best work this year. Trudeau held a \$10,000 contest to draw attention to George W. Bush's suspect National Guard service, listed all the American soldiers who died in Iraq, and had his B.D. character deal with the devastating loss of a leg in Iraq (see art above). The cartoonist tells us he's very unhappy with all the year's bad news, but does note that it's "good for business. For a satirist, it's always easier to get purchase in a time of conflict."



Garry Trudeau

What Trudeau hasn't gotten is reaction to his strips from fellow Yale alum Bush. "One of the many lessons he drew from his father's presidency was to never empower critics by acknowledging them," he said.

Trudeau also wrote a sequel to his "Tanner '88" HBO series. The Robert Altman-directed "Tanner on Tanner" began airing in October on The Sundance Channel.

Also branching out was *The Birmingham (Ala.) News/Copley News Service* editorial cartoonist Scott Stantis, who began "Prickly City" in July. Universal has sold the conservative comic to 70-plus papers, a big total these days for a new feature.

Stantis enjoys having a pair of platforms

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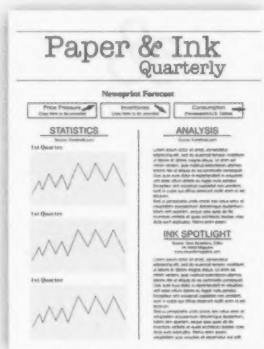
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SYNDICATES

to comment on political and social issues. But doing two features is "very time-consuming," he said. "The writing for 'Prickly City' in particular has been hard. Writing character-driven humor is considerably different from writing an editorial cartoon."

Also adding clients is Steve Kelley of *The Times-Picayune* in New Orleans and Creators Syndicate. Kelley gained 38 papers in 2004, and now has more than 100.

"Editors say they appreciate that my cartoons appeal to their younger readers, which means I'm either managing to remain contemporary or that my cartoons are simple-minded and sophomoric," he said. "I think it's the former, although simple-minded and sophomoric remain goals!"

Ann Telnaes has mixed feelings about cartooning during a war and polarized election. "I'm energized creatively," she said, "but it's not helping my blood pressure."

Telnaes has certainly had a busy year doing editorial cartoons for TMS and the Women's eNews Web site and "Six Chix" comics for King Features Syndicate



Ann Telnaes

(she's taking a temporary break from the eNews work to do more speaking). Also, her *Humor's Edge* book was published, and the Library of Congress exhibited her work.

Ed Stein of the Denver *Rocky Mountain News* and United Media also received unusual validation this year: He was the only artist whose work was featured more than once as *E&P's* Editorial Cartoon of the Month. "I truly am honored to have been chosen twice," said Stein, adding jokingly: "Are any of you on the Pulitzer jury?"

Said Stein, who also creates the local "Denver Square" comic: "We editorial cartoonists pretty much feed off bad news, so this has been an especially good year. But I'm disturbed by how deeply polarized we've become. No one believes in the loyal opposition anymore; if you disagree with me you are not simply mistaken, you are evil. This should be especially worrisome for opinion journalists."

Few cartoonists comment as strongly as Ted Rall. One drawing questioning late football player Pat Tillman's hero status for joining the military elicited nearly 9,000 reader e-mails. Many of the early messages opposed the cartoon, but "the final count ran about 60-40 in favor," said Rall. "The news that Tillman died from 'friendly fire' caused a flurry {continued on page 65}

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DEAN
COLLEGE OF COMMUNICATION, INFORMATION,
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BALL STATE UNIVERSITY
MUNCIE, INDIANA

Ball State University invites nominations and applications for the Dean of the College of Communication, Information, and Media. The Dean reports to the Provost and Vice President for Academic Affairs and is the chief academic and administrative officer of the college. The Dean plans, directs, and coordinates the operational, personnel, budgetary, and student activities of the college and provides leadership and direction in the development and implementation of curricula, academic programs, outside resource development, and all related activities.

Ball State University is in Muncie, Indiana, a city with a population of approximately 70,000, located 50 miles northeast of Indianapolis and 210 miles southeast of Chicago. The university has an enrollment of over 18,000 students and a full-time faculty of 896. The College of Communication, Information, and Media has 75 full-time faculty and currently enrolls 2,220 students in baccalaureate and master's degree programs through the academic units of Communication Studies, Journalism, Telecommunications, and the interdisciplinary master's program in the Center for Information and Communication Sciences.

The college is seeking a Dean who exhibits strong leadership and management abilities and who will maintain and enhance the vision for the academic units in the college as they address problems and opportunities in communication, information, and media in the 21st Century. The Dean is the college's leader in working with both internal and external constituencies and assumes a critical role in seeking external funding.

MINIMUM QUALIFICATIONS include: 1) earned master's degree and significant professional or academic experience; 2) overall credentials that will merit a faculty appointment at a senior rank within one of the units of the college; 3) strong administrative and interpersonal skills; 4) experience in fiscal management; 5) commitment to excellence in teaching, research, and service within the disciplines of the college; and 6) demonstrated commitment to diversity.

PREFERRED QUALIFICATIONS include: 1) earned doctorate; 2) sufficient senior level administrative experience to provide leadership both inside the college and within the professional communities served by the college; 3) demonstrated success in generating external funding; and 4) understanding of university systems, as well as academic policies and procedures.

Immediate tenure may be granted to a Dean with exceptional credentials. Salary is competitive and commensurate with experience and qualifications.

Applicants should send letter of application, curriculum vitae, and contact information for five references to:

Dr. Rodney E. Davis, Chairperson
Search Committee for Dean of Communication, Information, and Media
Office of the Provost
Ball State University, Muncie, IN 47306

Nominations are also welcome. Review of applications will begin **immediately** and will continue until the position is filled. Position will be available **July 1, 2005**.

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DEPARTMENT OF COMMUNICATION AND JOURNALISM

Auburn University is seeking applicants for a full-time, tenure track position in one of the South's top journalism programs beginning **August 16, 2005**. The faculty member will teach editing and design (basic and advanced courses), along with other coursework from among the following: newspaper fundamentals, news writing, and photojournalism. Interest and experience in new media journalism and pedagogy is desirable. The faculty member will also help recruit and mentor potential journalism majors.

Auburn's journalism program, accredited by ACEJMC, consists of seven faculty members and 150 majors. It offers state-of-the-art writing and design equipment and digital cameras. Auburn's student newspaper, The Plainsman, is a consistent winner of Pacemaker Awards, the Pulitzer Prizes of college journalism.

The journalism program is situated within the Department of Communication and Journalism in the College of Liberal Arts. The department also offers programs in communication, public relations, and radio-television-film.

The department has a master's degree program in mass communication.

Applicants should have substantial professional experience. A Ph.D. is required; ABD will be considered, with completion of degree by **August 15, 2005**. Send curricula vitae plus the names, addresses and phone numbers of three references to **Dr. John Carvalho, Director of Journalism Program; 216 Tichenor Hall; Auburn University, AL 36849-5206; (334-) 844-4454. E-mail: carvajp@auburn.edu**

Review of applications will begin **October 15, 2004**, and will continue until the position is filled. Minorities and women are encouraged to apply. Auburn University is an affirmative action, Equal Opportunity Employer.

Auburn University is located on a lovely campus between Montgomery and Atlanta and has a student enrollment of approximately 23,000.

ASSISTANT PROFESSOR OF JOURNALISM

The Department of Journalism and Mass Communications at New Mexico State University seeks a tenure-track Assistant Professor of Journalism, to begin August 2005. Requirements include a Ph.D. and five years experience in journalism. Candidates should be able to teach news writing, news editing, and other related areas. Ability in mass media law a plus.

Letter of application, current résumé, transcripts and references to search chair:
Dr. J. Sean McCleneghan, Department of Journalism, Dept. 3J
New Mexico State University, Box 30001, Las Cruces, NM 88003
or to: **smcclene@nmsu.edu**.

Deadline: **Dec. 31, 2004** or until position is filled. Refer to **Req. # 20062967**.
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Indiana University invites nominations and applications for the position of Dean of the School of Journalism. The ideal candidate will bring to the job professional experience and significant academic achievement, solid administrative accomplishment, and a strong commitment to the multiple missions of the School: professional training, liberal arts education, graduate study, scholarly research, professional outreach, and cultural diversity. The Dean's leadership role extends beyond the university to external fund raising, alumni relations, and involvement in national professional and academic conversations and communities.

The Indiana University School of Journalism is an independent unit on the Bloomington and Indianapolis campuses. The School has 22 full-time faculty members at Bloomington and four at Indianapolis, and it offers the Bachelor of Arts in Journalism and the Master of Arts in Journalism on both campuses. It offers the Ph.D. in Mass Communication at Bloomington.

Candidates must have credentials appropriate for faculty appointment as tenured associate or full professor. Indiana University is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply. The Search Committee will begin to review applications on **November 15, 2004**, and will continue until the position is filled. Applications should include a letter of interest and a curriculum vitae. Nominations, applications, and inquiries should be sent to:

Dean, School of Journalism, Indiana University, C/O WITT/KIEFFER
Attn: Dennis M. Barden/Gary J. Posner

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The Daily Press, subsidiary of Tribune Company, is seeking a Chief Financial Officer to oversee the company's financial, treasury and accounting functions. Additional responsibilities include financial reporting to the Daily Press President & Publisher and Tribune Company in compliance with federal, state and local tax reporting. Financial analysis activities include the development of planning processes to produce operating plans, budgets and a system of controls which identify deviations from the financial plan. This position requires review of cash expenditures and cash disbursements, implementing controls as necessary, recommendation on capital spending and review and approval of all capital appropriation requests.

The successful candidate must possess outstanding management and leadership skills and have an undergraduate degree in business administration, finance, accounting or equivalent experience. MBA/CPA preferred. Other requirements include an in-depth understanding of budgeting, project management, transaction accounting, accounting systems and financial analysis. Must be able to communicate effectively the financial impact of operational decisions. Prefer ten years experience in progressively responsible financial positions including 4-6 years at a management level. Thorough understanding of contracts and legal documents required.

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For full consideration, applications should be received by December 31, 2004.

Applicants should submit a letter of application, a vita and names, addresses and phone numbers of three references to:

Professor Kent Middleton, Knight Chair Search Committee
Grady College of Journalism and Mass Communication
University of Georgia
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Learn more about UGA and the Grady College at:

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PUBLISHER POSITION

The Publisher, Stars and Stripes newspaper, is responsible for worldwide operations of a Department of Defense-authorized daily newspaper that provides military personnel editorially independent news and information via multi-zoned print and electronic editions. Central business/editorial operations are in Washington, DC.

The Publisher reports to the Deputy Assistant Secretary of Defense (Internal Communications). Qualifications: knowledge/ability to manage a daily commercial newspaper with multi-site operations; skills in strategic planning, financial management, internal controls, new technology, crisis resolution, administration of a business/staff at diverse locations. The publisher must balance the newspaper's DoD organizational ownership with its First Amendment editorial independence. Familiarity with the military environment and international newspaper business management is desirable.

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Primary duties include managing grant-funded projects, Web site development and membership drives; obtaining grants and contributions; and supervising bookkeeping for AHJC, Inc. and the Center for Excellence in Health Care Journalism.

For details, go to: www.ahcj.umn.edu.
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P.O. Box 20848, Greensboro, NC 27420-0848

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This is a unique opportunity for the right candidate to make immediate contributions to our already robust Real Estate newspaper products, while developing and innovating new strategies for our large and growing suite of products, including three magazines, a weekly Spanish language publication and weekly alternative newspaper. The Review-Journal/Sun is a JOA Classified, publishing morning and evening Mon-Fri and a combination edition on Sat, Sun & holidays. We are the largest of the privately owned Stephens Media Newspapers and offer excellent salaries commensurate with experience, a full benefits package and a cross-departmental entrepreneurial team environment with great opportunity for advancement.

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Rebecca Bradner, CAD, Las Vegas Review-Journal/Sun

rbradner@reviewjournal.com**CLASSIFIED DIRECTOR**

The San Gabriel Valley Newspaper Group in Southern California (100,000 circulation) is seeking an aggressive Sales Director to join our team of Classified sales professionals. We are looking for a strategic thinker with a proven track record and excellent communication skills. Responsibilities include directing supervisors and staff in areas of sales strategies, customer relationships, analysis of competitive media, managing revenue and expense budgets in a multimedia environment while providing ethical leadership.

The ideal candidate will have demonstrated abilities in developing and implementing revenue growth strategies preferably in a classified environment. You should possess strong motivational, analytical, and organizational skills. Working knowledge of daily, TMC, niche and interactive media products will increase your success rate. The candidate will have a college degree in advertising or marketing or similar work experience. We offer competitive salary, bonus and benefits program including 401(k). Submit cover letter, resume, and salary history via E-mail to to: sgvnjobs@sgvn.com OR

San Gabriel Valley Newspaper Group, Human Resources Department

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VICE PRESIDENT AND ADVERTISING DIRECTOR

The Daily Press, subsidiary of Tribune Company, is seeking a results-oriented professional to provide strategic leadership and direction for its Advertising Department. Reports to the President & Publisher.

The successful candidate will be an experienced senior sales and advertising executive with an outstanding track record of revenue growth and success in a publishing or multimedia environment. Candidates should possess extensive experience in advertising and/or marketing, sales strategy, new product development recruiting, organizing, mentoring and motivating a high performance sales team, client relationship building and cross-functional team management. Apply only if you are a proven leader with outstanding management, interpersonal, organizational, sales and financial skills.

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The Daily Press Inc.

Attn: Human Resources - KP

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SALES EXECUTIVE

Community Newspaper Holdings, Inc. is seeking a top-level sales executive to join our team. The position is a sales focus team leader (Drive Team) that works with our community newspapers nationwide. There will be extensive travel requirements that involve arriving in a market Sunday evening, and departing Friday evening. We estimate over 35 visits per year.

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ADVERTISING DIRECTOR

The Macomb Daily, one of Michigan's premier daily newspapers, has an opening for an Advertising Director. Located in Mt. Clemens, Michigan, our suburban 44,000 daily and 67,000 Sunday newspaper seeks a dynamic leader to join our management team.

The successful candidate will have demonstrated the ability to grow market share and increase advertising revenue in our competitive and growing markets. Strong sales leadership skills, strategic planning and organization skills, management experience in a union environment, exceptional interpersonal, communication, motivational skills, previous sales media experience and an advertising/marketing degree are required.

This position includes base salary and a benefit package with medical, dental, vision, life, LTD, 401(k), paid vacation, and much more.

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The Macomb Daily
Attn: Human Resources
P.O. Box 707, Mt. Clemens, MI 48043
Fax: (586) 783-0394

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National Newspaper Placement Services, a leading newspaper placement firm, is looking for a seasoned Account Executive with extensive knowledge of the newspaper/print industry.

Ideal candidate will have 3-5 years advertising sales experience and a proven track record in Business-to-Business/outbound sales. Bachelor's degree preferred. Candidate must be aggressive, self-motivated, and possess strong presentation and MS Office skills. Also, must be willing to travel 50%.

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around and give up. Figure out
how to climb it, go through it, or
work around it.*

- Michael Jordan

ADVERTISING

ADVERTISING DIRECTOR

The Telegraph, a Knight Ridder newspaper in Middle Georgia, is seeking an experienced and highly motivated individual to lead our advertising division. The successful candidate should have a proven track record of growing advertising revenue in retail, national and classified and should have experience developing online/print advertising packages.

Responsibilities include growing revenue, growing share of market, recruiting and training top-quality account representatives and sales managers, and working closely with all departments of the newspaper to achieve company goals. A college degree with a minimum of five years experience is required.

The Telegraph offers a highly competitive benefits and compensation package that includes medical, dental, vision, life, STD/LTD, pension, and 401(k).

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ADVERTISING DIRECTOR

The Times of Frankfort, Indiana, a Monday through Saturday newspaper, circulation 7,000, seeks a motivated individual as advertising director.

The Times is located in the heart of Indiana just south of Purdue University. This position supervises a staff of nine full time and part-time employees in maintaining advertiser relationships for the daily newspaper and its niche products. Strong sales and newspaper leadership experience are essential. Send resume and cover letter to:

Rick Welch, Publisher
The Times
251 E. Clinton Street
Frankfort, IN 46401-0009
rwelch@paxtonmedia.com

CIRCULATION

CIRCULATION HOME DELIVERY MANAGER

The Standard Times, nestled nicely on the beautiful south coast between Cape Cod and Rhode Island, is seeking a Circulation Home Delivery Manager. Responsibilities include leading the home delivery division in a way that promotes circulation growth, exceptional service to our Independent Contractor carriers, customers and other parties. Guide team of District Managers to assist them in accomplishing their goals and the overall goals of the department.

The person selected will have a solid employment record in newspaper circulation, be passionate about providing exemplary service to our customers, excellent communication skills, understanding of Independent Contractor relationship, working knowledge of Excel and Word, proven ability to act as coach and mentor. College degree preferred.

For consideration, please send your resume to:

Brian Stephens
The Standard Times
25 Elm Street, New Bedford, MA 02740
Or E-mail: bstephens@s-t.com Or FAX: (508) 979-4541

CIRCULATION SALES DEVELOPMENT MANAGER

We are seeking a highly motivated leader to implement sales programs designed to acquire and retain subscribers for The Orange County Register. Lead all acquisition efforts which include telemarketing, intercept sales, direct mail/single copy bounce back. Form sales partnerships i.e., real estate, entertainment, utility, etc.

- Oversight for Kiosk (mall sales) and Door-Crew.
- Establish sales programs designed for customer retention while partnering with internal departments (Promotions).
- Provide leadership, coaching, feedback to direct reports and department.

BS degree and five + years directly related management experience. Knowledge of ABC rules. A proven track record of innovative and creative sales strategies. Ability to thrive under a high-pressured, fast paced, highly competitive and collaborative environment.

Please submit resumes to: sburns@notes.freedom.com

DISTRICT SALES MANAGER

USA TODAY, the Nation's Newspaper, is seeking a District Sales Manager to manage the distribution and sales of USA TODAY and SPORTS WEEKLY in the CT/New London/Eastern RI area.

Responsibilities include managing multi-product wholesale distributors and several independent delivery contractors, increasing sales volume, conducting sales/integrity/pilferage audits, managing receivables, identifying and selling new accounts, building customer relationships and conducting service checks.

The position requires early AM hours. Strong communication, problem solving and organizational skills are required with PC skills to include Microsoft Office Suite. A valid driver's license, excellent driving record and a reliable vehicle are required for travel within the territory. Cover letter with resume by E-mail only to:

aaljajah@usatoday.com

We regret that we are only able to respond to individuals contacted for an interview. EOE

CALL CENTER MANAGER

Dispatch Consumer Services, an affiliate company of The Columbus Dispatch, located in Lewis Center, Ohio, is hiring a Call Center Manager. This position is responsible to manage call center projects for The Dispatch and to sell new clients. In addition to general management and sales, this person assures that high standards for quality and customer satisfaction are achieved, and has P&L responsibility. Our ideal candidate has the ability to lead, motivate, train and manage employees, has knowledge of marketing, customer acquisition and retention strategies, must be adept with technology and possesses excellent communication skills. We are looking for a candidate with a bachelor's degree and a minimum of four years of call center or management experience.

We offer an exciting and positive work environment with excellent compensation and benefits. Interested applicants may send resumes, including salary requirements, to: **THE COLUMBUS DISPATCH, Human Resources Department, Attn: CCM, 34 South Third Street, Columbus, OH 43215. Fax: (614) 461-5533, E-mail: jobs@dispatch.com. Equal Opportunity Employer**

- HELP WANTED -**CIRCULATION****NEW BUSINESS DEVELOPMENT MANAGER**

The St. Petersburg Times, Florida's largest daily newspaper, is in search of a creative and innovative self-starter to provide leadership, direction and coaching to its Circulation staff. The position is responsible for developing and implementing strategic and tactical retail marketing initiatives within the company's Circulation Department. The selected candidate will drive retail marketing (single copy) growth, while overseeing corporate account sales and billing, hawking initiatives with independent contractors, promotions and special projects.

Our ideal candidate has a bachelor's degree in marketing, sales or distribution or five to seven years of equivalent experience in these disciplines. This position requires a demonstrated ability to secure and manage corporate accounts, develop and implement marketing plans and lead/work collaboratively at all levels of an organization. Must be skilled at analyzing trends and data, resolving problems and acting decisively. Other required skills: excellent verbal and written communication, planning and organization, public and employee relations. Computer skill and knowledge of Microsoft programs needed, including Word and Excel.

Qualified candidates may apply with cover letter and resume to:

E-mail: resumes@sptimes.com
ST. PETERSBURG TIMES
P.O. Box 1121, St. Petersburg, FL 33731
Fax: (727) 893-8185

EDITORIAL**EDITORIAL****LOOKING FOR AN OPPORTUNITY TO WORK IN GERMANY**

European Stars and Stripes, the editorially independent daily newspaper that covers the military overseas, is seeking three reporter/photographers. Travel could include Iraq, Kuwait and Afghanistan, while working out of one of our editorial offices in Europe. Successful applicants will have a degree in journalism and/or three years' experience reporting and writing for a newspaper or other publication. Foreign language skills are desirable. Attractive benefits package available.

One of the above positions is a 13 month limited tenure hire with potential for extensions. The remaining two are permanent. Please indicate your interest in one or all of the positions. Interested applicants should submit their resume to:

EUROPEAN STARS AND STRIPES
Human Resource Office
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Or E-mail to: jonesj@mail.estripes.osd.mil

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Publisher of special-interest magazines, books, and videos seeks a professional with 3+ years' magazine or newspaper experience to join the staff of *Fine Woodworking* magazine.

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The Daily Herald, IL's 3rd largest daily, is seeking an exceptional individual to manage and train staff, and maintain and develop the department's strategic goals. Sales and customer service experience in a newspaper environment along with 2-3 years of supervisory experience is a must.

Send resume, cover letter and salary requirements to: **P.O. Box 280 Arlington Heights, IL 60006 . Attn: EP-CSM.**
E-mail: staffing@dailyherald.com
FAX: (847) 427-1270

EDITORIAL**CIRCULATION****CIRCULATION DIRECTOR**

If you are detail oriented, hands-on and love to work with people in a great community, then we have a place for you. Our 20,000 circ, 5-day daily in zone 8 is seeking an experienced manager to keep us growing.

Duties include single copy and home delivery management, circulation development, record maintenance, budgeting and customer service. Salary dependent on experience. Benefits.

Please respond to: **Box 3784, Editor & Publisher Classifieds, 770 Broadway, 7th Floor, New York, NY 10003.**

EDITORIAL**ASSOCIATE EDITOR**

Agricultural Newspaper: Capital Press, 38,000-circulation leading ag newspaper for WA, OR, ID and CA. Dynamic award-winning broadsheet weekly, family owned, covers farm commodities and rural life in traditional journalistic approach.

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E. Shein, Publisher,
Capital Press
P.O. Box 2048, Salem, OR 97308. E-mail: eschein@capitalpress.com
More details: www.capitalpress.com/miscpages/work.htm

EDITOR

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Contact Kenneth Jones:
kjones@bentoncourier.com
Or FAX resume and references to:
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EDITOR**Diocesan Magazine**

New Catholic publication seeks energetic, creative editor. Help start magazine with in-depth articles for growing, diverse diocese. Must be willing to go out for the story and meet the people behind them. Some promotion and PR duties required. Ideal candidate is a practicing Catholic with a love for communicating his/her faith in a lively, innovative and informative way. Prefer five years experience in publications editing or writing. Send resume with salary requirements to:

Director of Human Resources
Diocese of Raleigh
715 Nazareth Street
Raleigh, NC 27606
Or E-mail to: tapler@raldioc.org

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Community-minded editor with management experience for 24,000 all-local daily in Los Angeles area. Will be asked to develop an energetic news team that understands and embraces all facets of community journalism.

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Or E-mail: will.fleet@latimes.com

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-HELP WANTED-

EDITORIAL

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The Indiana Gazette, an independently owned newspaper, is looking for an executive editor to run the news department. The Gazette publishes 7 days per week with a circulation of 16,400.

Our newspaper has served Indiana County for almost 115 years. Our area offers good schools, the campus of Indiana University of Pennsylvania and a great lifestyle.

We are looking for a community-minded editor to lead our newsroom with vision and drive. Strong management and copy editing skills are a must. This hands-on editor should have good pagination and layout skills as well. We offer a competitive compensation and benefits package. Reply to:

Michael J. Donnelly
President & Publisher
The Indiana Gazette
P.O. Box 10, Indiana, PA 15701
Attn: Editor Position

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RESEARCH MANAGER TRAVEL GROUP

VNU Business Media publishes 51 business publications, stages 56 trade shows and conferences and operates more than 185 business-to-business electronic products. We operate around the globe, covering some of the most powerful industries in the world.

We are currently looking for a Research Manager for our Travel Group of publications: **Business Travel News, Meeting News and Successful Meetings.**

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REQUIREMENTS: 5-7 years of experience in research with strong project management skills, knowledge of survey research/processes, experience designing/writing questionnaires/surveys. Familiarity with online survey software package, such as SurveyMonkey, SurveyTracker. Background in statistics/research. Knowledge of SPSS preferred. Must be self sufficient and able to work well independently.

For consideration, please send a resume, and cover letter which must include salary requirements to:

mmroportunities@vnuusa.com

****Please be sure to list position code RMTR-EP in the subject line.****

Due to the volume of resumes that we receive, only those candidates selected for interviews will be contacted. No phone calls, No agencies please. Local candidates only. VNU Business Media offers a competitive salary with excellent benefits.

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Please forward current resume, references and salary requirements via E-mail to: dfrancisco@ntvbooks.com or send via mail to: **Dean Francisco, Plant Manager, National Television Book Company, 209 Park Street, Troy, MI 48083.**

PRESSROOM

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LEAD PRESS OPERATOR

Tribune Publishing, a dynamic daily newspaper, diverse commercial printing operation, and regional print site for the New York Times is accepting applications from experienced press operators for a lead operator position. Experience with the operation and maintenance of DGM or Goss Community web offset press is preferred but other web experience will be considered.

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Send resume and salary history to Tribune Publishing Co., Attn. Scott Rinehart 100 N. Fourth Street, Columbia, MO 65201. OR E-mail: srinehart@tribmail.com or call: (800) 333-6799 ext. 1543. EOE/Drugfree Workplace.

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222 S. 7th Street
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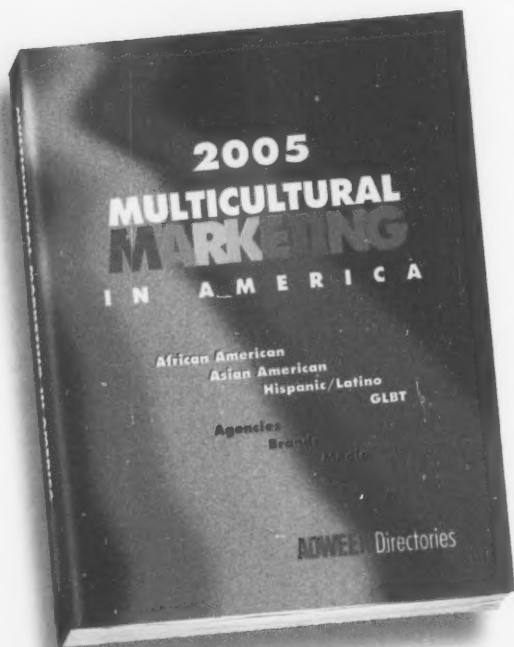
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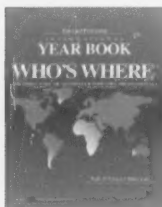
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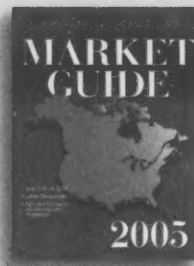
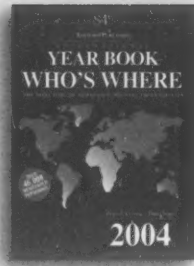
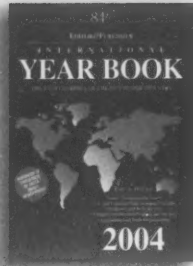
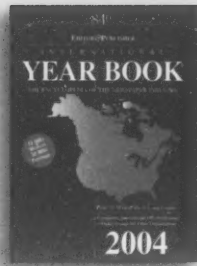
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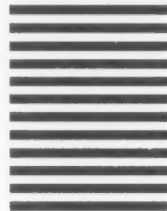
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{continued from page 64}

of second thoughts from people who had initially been angry."

Why do some readers get so mad at Rall? "I think it's because I express myself the same way | in print as many cartoonists or journalists do in private," said the Universal artist. "You often hear liberal cartoonists talk about what stupid idiots Bush and his supporters are, yet they pull their punches in their work. Sure, they criticize Bush, but they're gentler."

This year Rall also edited one book (*Attitude 2: The New Subversive Social Commentary Cartoonists*) and wrote another (*Wake Up, You're Liberal: How We Can Take Back America From the Right*).

Turning to columnists, one having a spectacular 2004 is Ruben Navarrette Jr. of *The Dallas Morning News* and Washington Post Writers Group. His client list jumped from 55 on Jan. 1 to 172 (including a Gannett-wide buy of about 90 papers) as of last month. "Being unpredictable is one of his strengths," said WPWG Editorial Director/GM Alan Shearer.



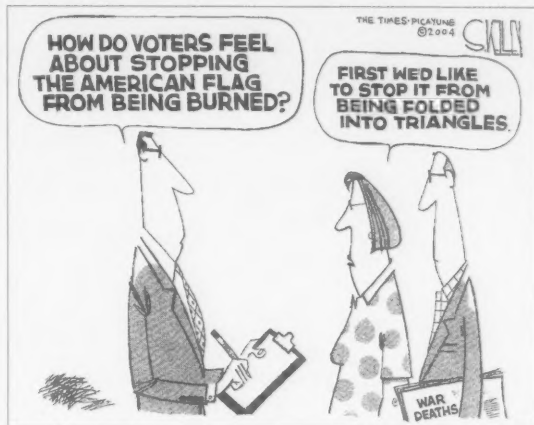
Ruben Navarrette Jr.

Navarrette, who joined WPWG in 2001, noted that his column is unpredictable because it addresses Latino as well as "mainstream" issues and "looks for a 'third way' — either picking and choosing the best of both arguments or venturing out in a whole different direction."

The 37-year-old Navarrette is conservative on some issues (Iraq war, the death penalty, flat tax, school vouchers, bilingual education, and racial preferences) and liberal on others (including immigration, abortion, gun control, and civil liberties).

Among the columns successfully entering syndication this year were editorial ones by Stanley Crouch of King (nearly 50 clients) and Michael Barone of Creators (44), "House to Home" by Debbie Travis of King (nearly 50), and "Low-Carb for Life" by Dana Carpendor of United (40).

"Luann" creator Greg Evans of United won the National Cartoonists



Society's Reuben Award as top cartoonist this May. "Every time I walk past the trophy in my living room, I'm incredulous," he said. "To be in the ranks of Milton Caniff, Charles Schulz, and Bill Watterson is really a great honor."

"Luann," which runs in 370 papers, often focuses on its teen title character. But it has also recently spent lots of time with Luann's brother, Brad, as he tries to become a firefighter and interacts with a young woman named Toni and her jealous boyfriend.

More than 75 papers bought "Clear Blue Water" (see art below) since Universal launched the strip this May. Karen Montague-Reyes' partly autobiographical comic stars the multiracial Torres family, which includes a liberal mom, a dad growing more conservative, and five children. It's a mostly happy household, but one that also deals with reality — for instance, a son will be diagnosed with autism this month.

Montague-Reyes, 36, and her husband also have five children, one autistic. So how does she find enough time to do "Clear Blue Water"? "I work until 2 or 3 a.m. and get up at 7 on weekdays," said the cartoonist. On top of that, she and her family had to evacuate their Florida home three times this year because of hurricanes.

Established comics gaining many clients since Jan. 1 included "Get Fuzzy" by Darby Conley of United (from 400 to 500 papers in its fifth-anniversary year) and "Zits" by Jim Borgman and Jerry Scott of King (up 90 to 1,275).

Several other strips are having milestone years. "Hi & Lois" by Brian Walker, Greg Walker, and Chance Browne of King turned 50. "The Wizard of Id" by Johnny Hart and Brant Parker of Creators reached 40. "For Better or For Worse" turned 25, and its creator, Lynn Johnston, returned to Universal from United.

Other switches included two editorial cartoonists moving to the New York Times Syndicate-marketed Cartoonists & Writers Syndicate: Jeff Danziger (from TMS) and the *Lexington* (Ky.) *Herald-Leader's* Joel Pett (from Universal).

In the text world, Cal Thomas' TMS column reached its 20th anniversary.

Universal writer Ann Coulter's list rose from about 80 to 110 papers this year. "Ask Amy" columnist Amy Dickinson, who succeeded Ann Landers at the *Chicago Tribune*, reached 100 clients and in September had her first anniversary with TMS.

"Nascar This Week" by Monte Dutton of King rose from 155 to 280 clients. New packages catching on included Universal's SEC and ACC college-sports offerings (160 combined clients) and Copley's "Weekly News and Features" and "Editors' Choice" (88 combined clients). The last two allow editors to assemble their own packages to download from Copley's Web site.

Several older features gained papers. During a year that spawned a movie, "Garfield" by Jim Davis of Universal added 50 mostly foreign clients to its now-2,650 clientele. And *Washington Post* columnist David Broder's list rose from 294 to 304. Said WPWG's Shearer: "People really do turn to Dave in an election year." ■



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THE DATA PAGE

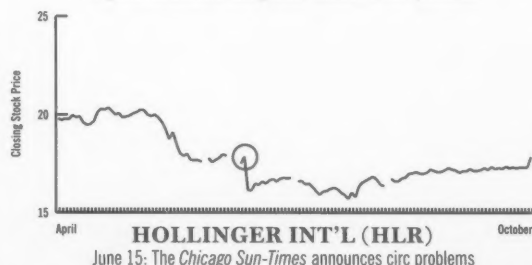
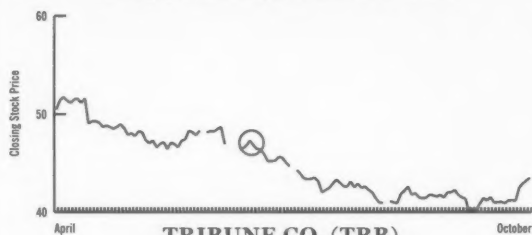
NEWSPAPER STOCK PERFORMANCE

| | Oct. 14 close | % change | |
|----------------------------|---------------|----------|-----------------------|
| | | YOY | 30 days ended Oct. 14 |
| Gannett (GCI) | 81.18 | 0.32 | -6.45 |
| Dow Jones (DJ) | 42.55 | -15.74 | 1.87 |
| Knight Ridder (KRI) | 67.18 | -4.01 | 3.55 |
| Tribune (TRB) | 42.39 | -11.32 | 5.06 |
| New York Times (NYT) | 39.28 | -12.90 | -4.27 |
| E.W. Scripps (SSP) | 47.45 | 2.17 | -4.45 |
| Washington Post (WPO) | 877.00 | 25.82 | -3.63 |
| Belo (BLC) | 22.52 | -13.72 | -0.49 |
| McClatchy (MNI) | 68.89 | 10.17 | -4.80 |
| Media General (MEG) | 55.00 | -14.28 | -6.49 |
| Lee (LEE) | 45.75 | 11.42 | -2.24 |
| DJ U.S. Publishing Index | 312.56 | 2.89 | -1.28 |
| DJ U.S. Total Market Index | 2614.2 | 5.43 | -2.00 |

Source: Dow Jones Indexes

PUTTING STOCK IN CIRCULATION

Newspaper Stocks April 1, 2004 - Oct. 6, 2004



Source: CBS MarketWatch

TOP MARKETS FOR SPORTS SECTIONS

| Market | *Percentage |
|--|-------------|
| Flint/Saginaw/Bay City, Mich. | 71% |
| Charleston/Huntington, S.C. | 70% |
| Birmingham, Ala. | 69% |
| Toledo, Ohio | 69% |
| Dayton, Ohio | 68% |
| Jacksonville, Fla. | 68% |
| Honolulu | 68% |
| Mobile/Pensacola, Fla. | 67% |
| Greensboro/High Point/Winston-Salem, N.C. | 67% |
| Lexington, Ky. | 67% |
| Providence/New Bedford, R.I. | 66% |
| Kansas City | 66% |
| Indianapolis | 66% |
| Wilkes-Barre/Scranton, Pa. | 65% |
| Boston | 65% |
| Pittsburgh | 65% |
| Charlotte, N.C. | 65% |
| Rochester, N.Y. | 65% |
| Grand Rapids/Kalamazoo/Battle Creek, Mich. | 65% |
| Nashville, Tenn. | 65% |

* Number represents daily readers who read the sports section.

Source: Scarborough Research

CMR NEWSPAPER ADVERTISING INDEX

2004 performance compared to 2003

GAINS/LOSSES IN RETAIL CATEGORIES

| Retail category | YTD Gain/loss% | Aug. 2004 Gain/loss% |
|---------------------------|----------------|----------------------|
| Apparel/accessory stores | 2% | -9% |
| Auto supply/repair | -1% | 0% |
| Books/stationery stores | 8% | -59% |
| Building materials | 0% | 9% |
| Computer stores | 18% | 10% |
| Consumer electronics | 11% | -3% |
| Department stores | -16% | -22% |
| Discount stores | -17% | -27% |
| Drug stores | -51% | -71% |
| Food stores | -2% | -12% |
| Furniture and accessories | 1% | -15% |
| Jewelry stores | 16% | 20% |
| Office supply stores | 1% | 5% |
| Sporting goods stores | 3% | -5% |

GAINS/LOSSES IN CLASSIFIED CATEGORIES

| Classified category | YTD Gain/loss% | Aug. 2004 Gain/loss% |
|--------------------------|----------------|----------------------|
| Automotive | -4% | -16% |
| Education | 5% | 0% |
| Other display classified | -3% | -9% |
| Real estate | 1% | 4% |
| Recruitment | 10% | 18% |

Source: E&P/CMR Newspaper Advertising Indices

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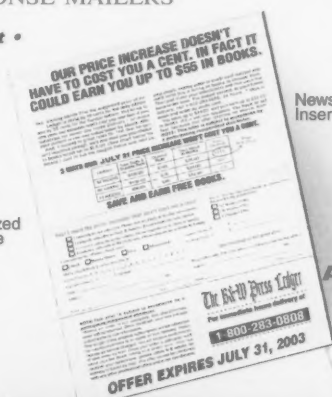
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MONTH IN REVIEW

Check out 'E&P' on the Web

Regular visitors to *E&P* Online may already have seen some of the stories below. But for those who would take advantage of our Web reporting, here's a recap of some of *E&P*'s top stories for the past few weeks. If you haven't done so already, activate your registration now by visiting www.editorandpublisher.com/activate.

SEPTEMBER

19 TRICK OR TREAT? In his weekly "Campaign Relief" column in *Shoptalk*, John Hanchette speculates about an "October Surprise."

GEORGE BUSH MEETS 'BAGHDAD BOB' Some of the president's rosy statements about the situation in Iraq sound unnervingly like the former Saddam spokesman, writes Greg Mitchell.

21 TWO DEATHS IN A SMALL TOWN The so-called low U.S. casualty count in Iraq looks different when you know the dead or their kin as a small-town editor (and former embed). A *Shoptalk* by Dennis Anderson.



An honor guard carries the casket of Staff Sgt. Allan Walker after his funeral service at Lancaster Presbyterian Church in California

22 WHERE THE AUCTION IS In his popular column at *E&P* Online, Steve Outing suggests how newspapers can better tap into the growing popularity of online auctions.

29 THE LIFE OF THE THIRD-PARTY Getting that circ boost in home delivery may not be worth it, says Jay Schiller in a guest *Shoptalk*.

THE E-MAIL READ 'ROUND THE WORLD A *Wall Street Journal* reporter speaks her mind about the real "disaster" conditions in Iraq and the message gets forwarded to the world at large, writes Greg Mitchell.

Editorial Cartoon of the Month



JEFF DANZIGER, NEW YORK TIMES SYNDICATE/
CARTOON ARTS INTERNATIONAL, OCT. 10

OCTOBER

1 FREEDOM JUST ANOTHER WORD? If you haven't FOIA'd lately, you may not be doing your job, writes Mark Tapscott in a *Shoptalk*.

4 YOUNG, RESTLESS In his debut *Newspaper 2.0* column, Jesse Oxfield says he reads a lot of newspaper copy — but only on the Web.

11 ENDORSE EARLY AND OFTEN? Voters can cast ballots earlier and earlier, so newspapers are responding by endorsing candidates quicker.

12 CLASSIFIED INFORMATION A new report shows more clearly how online sites are cutting into newspaper classified.

OREGON, NOT FORGOTTEN *The Oregonian* defends airing an alleged sex attack from a congressman's distant past.

THE ADVICE SQUAD *E&P*'s new Qualmbudsman answers your questions.

13 FROM NSA TO ADVO: Newspaper Services of America founder Scott Harding jumps ship to become CEO of direct-mail giant.

TRUST NEVER SLEEPS? New APME survey shows readers mostly still trust the media.

GOING TO HEALTH *San Francisco Chronicle* employees face cuts in their benefits.

IT'S SHOW TIME Visit to Graph Expo finds more overlap between newspaper, commercial printing.

14 THE 'X' FACTOR Papers get "steamy" over court documents in sexual harassment suit involving Fox's Bill O'Reilly, but his syndicate boss stands behind him.

15 HELL NO, WE WON'T GO Jackson, Miss., paper breaks a national story about U.S. soldiers refusing to carry out a "suicide" mission in Iraq.

16 OCCUPATION THERAPY Knight Ridder report reveals shockingly little planning prior to U.S. takeover in Iraq.

17 NEWSPAPER ENDORSEMENTS In *E&P*'s exclusive tally, Kerry still getting most of the nods. (See other dates this month for daily updates.)



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Shoptalk

SINS OF THE FATHER

Editor/deacon relates tale of blind faith vs. the media in Virginia

THIS SORRY, SORDID STORY IS FINALLY OVER NOW, nearly two years after it began. My former pastor is now essentially an ex-priest who will be on probation for his crimes for the rest of his life. And, in the minds of some members of his former parish, it's all the media's fault. If you ask them, they will tell you that the evil media unleashed demonic powers on this one, poor, innocent man of God.

For someone like me, who has been a Catholic clergyman and a journalist for more than 20 years, that's been hard to take, especially since a fair amount of their anger has come my way.

In my case, it's a family affair since my wife also is a journalist. The impact on our four children is another story. They've watched their former pastor pilloried in a press that employs their mother and father, and heard the venom hurled our way simply because of how we make a living.

Take it just a bit further, as some have, and it somehow gets twisted into being my fault our former pastor faced felony counts of abuse, abduction and sodomy, because I am the media — or at least the face of the media sitting in the pew on Sunday or proclaiming the Gospel at Mass.

I just don't get it.

The case against my former pastor, the Rev. John E. Leonard, has been part of the local news mix in Virginia since 2002. Leonard's failings are matters of public record and have been well-documented by broadcast and print media in Richmond, the Virginia Beach area, and all over the country. His case has gained national attention for the nature of the accusations against him and his flippant, arrogant response to them.

I immediately declared my conflict of interest in the Leonard story when it first

broke and took no part in news decisions at the *Richmond Times-Dispatch*, where I then worked as assistant metro editor.

It was an odd experience, to say the least, to watch media attention — the negative kind — focus on someone I knew. I recalled some of the stories

I had written or edited that centered on someone's alleged misdeeds and tried to remember if I was as fair to those people as I wanted the newspapers and television stations to be to Leonard. I also found it unnerving when reporters at other papers and stations asked for comments or help on the story, or when the glare of a television camera caught

us wide-eyed.

From a professional distance, I watched how my colleagues at the *Times-Dispatch* covered this story. They were professional, diligent and fair, and I know they went to great lengths to achieve accuracy and balance. I did not agree with every decision they made. I cringed at some of the stories, but I never questioned the motives or objectivity of the reporters and editors involved.

Some of the other print and broadcast

media, in my opinion, did not do as good a job. I saw some bias, but mostly ignorance about the church and how it works. But no matter what, the Leonard case was a legitimate story that was of interest to many readers. To ignore it or offer only token reporting would have been a moral failure.

However, the reaction of many people to the case shows how some Catholics are still caught in the mindset of "Father knows best" and could therefore never do anything wrong. So Father could never have a drinking problem, abuse drugs or, God forbid, abuse children. Not Father. And since Father couldn't do any of these things, it must be the media's fault — the hated secular press.

The media remain a convenient target in this case and others like it because too many people still do not want to believe that their clergy can do bad things.

I believe that the majority of Catholic priests are good men of God whose service is an inspiration to believers. But some priests are bad — period. They abuse the trust of their parishioners and feed on the faith given them by innocent children and teens. Who let people know about this?

It wasn't the church.

Cover-ups, secret payoffs, and intimidation are the ways some dioceses dealt with the pedophilia crisis. Much of that has improved, but why? Maybe the media had something to do with it.

If it were not for the news media, for example, disgraced Cardinal Bernard Law — among others — would still be shuffling pedophiles from parish to parish. And if it were not for the news media, predator priests would still be preying on the young.

I am a Catholic deacon, and I love my church. I am a journalist, and I am proud of my profession. And I believe there is no conflict between religious faith and honest work that tries to let the light of truth shine on the darkness of evil. ■

Mullen is a permanent deacon of the Catholic Diocese of Richmond and a journalism teacher at the University of Richmond. He spent more than 21 years in daily journalism and was most recently an assistant metro editor at the Richmond (Va.) Times-Dispatch.



BY THOMAS MULLEN

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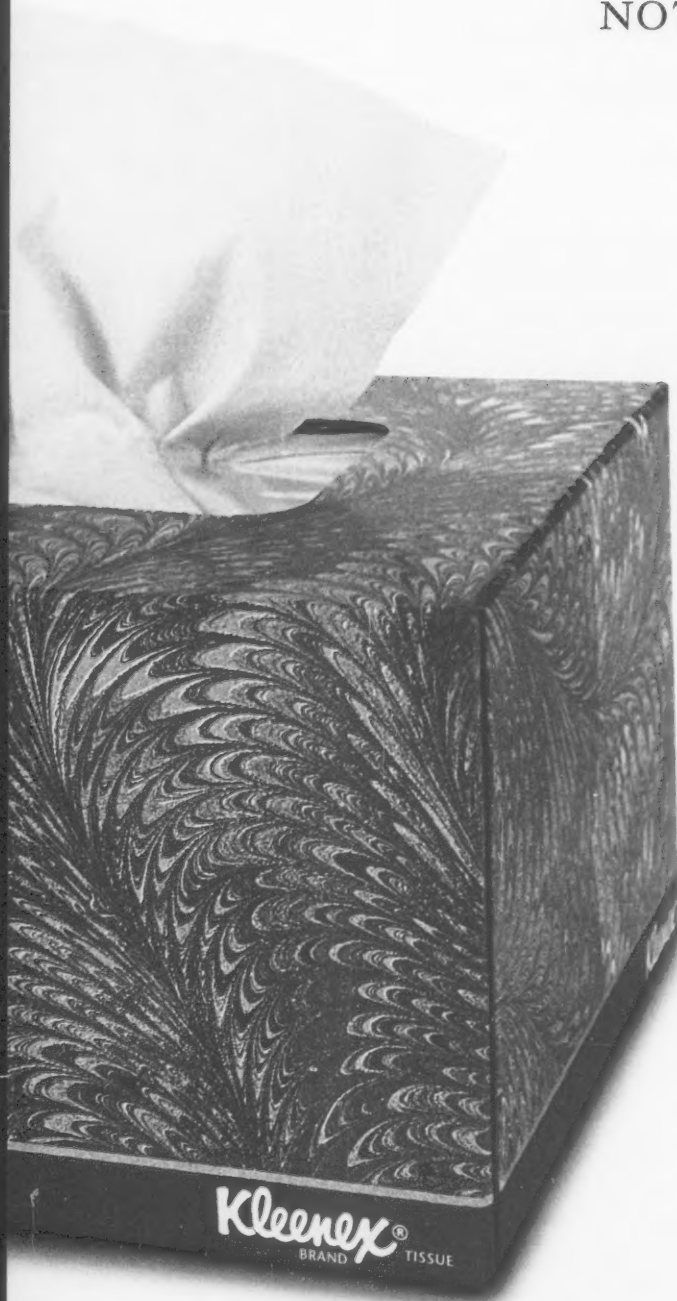
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